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## Internship Information

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The Hearst Argyle Corporation is presently recruiting students for our College Internship Program. Internships are non-salaried positions, which provide a professional learning experience while earning college credit.

Students must have junior, senior or graduate level status to apply. Please submit a resume and cover letter for the positions for which you are applying. Please state the dates you are available, plus written approval of a faculty sponsor. Written approval is a condition of acceptance into the program. No volunteer positions are offered.

If you are interested in any of the internships below, please send your resume to:

Simone Baptiste; WBAL-TV 11; 3800 Hooper Avenue; Baltimore, Maryland 21211;  
SBaptiste@hearst.com

Deadlines: Fall, Sept. 12; Spring, Dec. 15;  
Summer, Mar. 11

Promotion

- Learn first hand the operation of promoting news stories
- Observe the process of post-production in AVID editing suite

### For Employers

**Hire Today's Best Talent**  
Post your Monster review today.



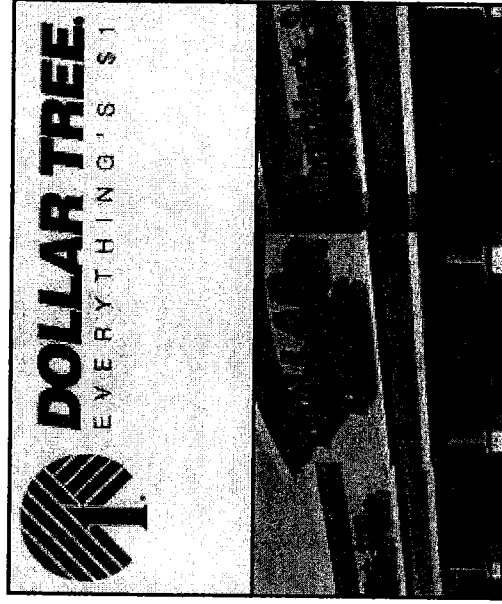
**Premium Weather Jet Stream Preview**  
Change stream temperature change today  
first 14 days FREE! Try in here.



**Supplemental & Insurance\*** from Farm\* picks up health insurance leaves off.



Deals
Contests
Legal Center
Real Estate
Healthy Steps
Travel
Weddings
Yellow Book
<b>WBAL-TV</b>
About WBAL-TV
Contact WBAL-TV 11
WBAL News Team
TV Listings
Advertise
Editorials
<b>SITE TOOLS</b>
Contact Us
Desktop Alerts
E-mail Sign Up
Premium Weather
RSS



- Experience field producing with shooters and producers
  - Compose show descriptions for on-air use
- Community Affairs
- Observe and participate in the planning of weekly public affairs programs; assist in research, scheduling of guests and tapings
  - Demonstrate good judgment, resourcefulness, confidence, and a positive attitude in response to viewer comments and requests
  - Demonstrate a working knowledge of word processing and internet navigation; assist with and participate in special community

#### events and projects

- Receive and log Public Service Announcement for on-air use
- Manage multiple assignments with short deadlines
- Work with accounts receivable and credit collections making phone calls and responding to credit information for new clients
- Must be proficient in Excel spreadsheets. It would also be helpful to have Power Point experience
- Assist in preparation of FCC
- Assist the intern coordinator in reviewing resumes and intern placement
- Track interns for FCC regulations
- Opportunity to explore different departments and how they are interrelated
- Should have strong computer skills, especially with Microsoft Office

#### Local News

- Interns are introduced to every aspect of our news operation, within a structured and supervised environment. Local news interns spend time in each department: observing, learning, and participating. Those areas include the assignment desk and reporting, producing and writing, photography and editing.



EXPAND TO LEARN



EXPAND TO LEARN



Heart help

- During their rotation, interns work closely with reporters, assignment desk editors and producers.
- At the end of their rotation, interns are able to focus on their area of interest and continue to pursue their own individual goals.
- Looking for ambitious, creative and energetic students.
- Interns should have some experience in journalism, at least in the classroom, but preferably in a television newsroom setting.

(Schedule Requirement: flexible and varied, but interns should be willing to work a variety of shifts in order to get the best experience)

Sales & Marketing Internship:

Interns are involved in every aspect of the sales process including research and marketing. Interns are asked to do research on other stations around the country through the Internet. Special projects may involve competitor analysis, research analysis, using spreadsheets and keeping track of resource materials. Opportunities to be involved in station sponsored community events where the Sales Dept is involved. Interns will also have an opportunity to work with sales and marketing professionals, attend sales presentations and gain first-hand knowledge of how the sales process works. Internet and Microsoft Office skills required.

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Site Map

How Safe Is Online

Make Veggie Melts Kids

Desktop Alert

Get News And Weather Delivered To Your Desktop

A small graphic showing a computer screen with the words "Desktop Alert" and a lightning bolt icon.

Download Alert, the most \* Break Alerts \* Several Alerts Click here to download Desktop Alert!

## **WBAL RADIO INTERNSHIP PROGRAM**

The purpose of the WBAL Radio News internship program is to contribute to educational development and enrichment of those studying careers in broadcasting, with a concentration on news. This is accomplished by creating opportunities for students enrolled in institutions of higher learning to gain experience in a news department's day-to-day operations.

The news director will meet with the student to discuss areas of interest, assign schedules, duties and responsibilities and ultimately make the decision to accept the student into the internship program.

Selected interns will assist 10-member news department in gathering, writing and broadcasting newscasts. Interns will assist in the recording and editing of network actuality feeds, make police rounds, attend daily story meetings, conduct telephone interviews with newsmakers, edit and log tape, and prepare copy for newscasts. Depending on the scheduled hours, interns will be offered the opportunity to shadow WBAL reporters to obtain field reporting experience.

### **REQUIREMENTS:**

Student must be a junior or senior at a four-year accredited college or university.

Student should be majoring in journalism, mass communications, or a related field.

Student must receive college credit for the internship.

Student should include a resume and cover letter with the college/university application.

Student must submit a copy of their college grades for courses in their major.

Interested students and advisors should contact the WBAL News Department for additional information.

**WBAL Radio  
News Department  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 338-6596**

Intern will assist 10-member news department in gathering, writing and broadcasting newscasts. Intern will assist in the recording and editing of network actuality feeds, make police rounds, attend daily story meetings, conduct telephone interviews with newsmakers, edit and log tape, and prepare copy for newscasts. Depending on the scheduled hours, interns will be offered the opportunity to shadow WBAL reporters to obtain field reporting experience.

# **WBAL RADIO INTERNSHIP PROGRAM**

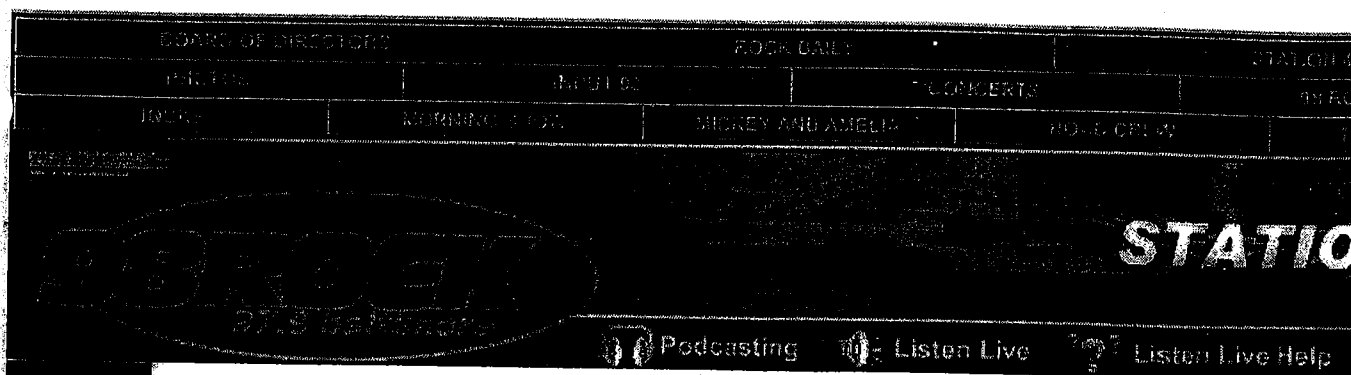
## **News Department**

### **DAYS/HOURS:**

Two days minimum during the school year.  
Summer hours require three days minimum.  
Hours available throughout 24 hour period,  
7 days a week.

### **REQUIREMENTS:**

Journalism or Mass Communication majors.  
Self-starter, interested in news, should be  
assertive, possess good writing and communication  
skills and have a high-confidence level. Must  
possess the ability to work in high-pressure,  
deadline sensitive operation.



**So *you* wanna be  
an intern for 98 Rock?**



**98 Rock Interns have it worse!**

**Fall Internships are all booked up.**

**98 Rock has Spring internship openings NOW!!**

## **The Rules**

**There are a few rules you have to follow to become a slave to THE ROCK.**

1. You must be enrolled in college and be able to earn college credit for your internship. We have NO paid internships.
2. You must be either a mass comm, electronic media, or marketing major.
3. We'd prefer people over 20 years old and in their junior or senior year...but we

know some of you are on the 5 year plan.

## Opportunities

**There are many opportunities that exist for interns at 98 Rock.**

**\*Promotions and Marketing...** Need help planning and executing events, writing press releases and promotional recaps, doing remote broadcasts and promotions for clients, observing DJ's in studio and on remotes, you can also help with and learn from the sales dept.

To inquire about interning in **Promotions** email Ken "DB" Stratemeyer by [clicking here!](#)


Or... fax your resume' to 410-675-7946 attn: "D.B." Ken.

| [BOARD OF DIRECTORS](#) | [ROCK DAILY](#) | [STATION 411](#) |  
| [PHOTOS](#) | [INPUT 98](#) | [CONCERTS](#) | [98 ROCK GEAR](#) |  
| [JOCKS](#) | [MORNING SHOW](#) | [MICKEY AND AMELIA](#) | [ROAD CREW](#) | [TWISTED TUNES](#)  
| [PUBLIC FILE](#) | [PRIVACY POLICY](#) | [CONTEST RULES](#)




Bill Fine  
01/26/2004 12:28 PM

To: Cassandra Vaughn-Fox/WBAL-TV/Broadcasting/Hearst  
cc:

Subject: Re: Thank You 

That's a nice note...thanks for forwarding it. Save it as a testimonial for our internship program.

Cassandra Vaughn-Fox 01/26/2004 10:41 AM

 Cassandra Vaughn-Fox 01/26/2004 10:41 AM

To: Bill Fine/WBAL-TV/Broadcasting/Hearst@Hearst  
cc:

Subject: Thank You

----- Forwarded by Cassandra Vaughn-Fox/WBAL-TV/Broadcasting/Hearst on 01/26/2004 10:42 AM

 Derrick Rose <oneight@ yahoo.com> on 01/25/2004 11:51:38 PM

To: cvaughn-fox@hearst.com  
cc:

Subject: Thank You

Hey Cassandra,  
this is one of your old interns, Derrick. You know the guy with glasses who looked a little like Urkel. Well I wanted to give you an update and let you know that I have gotten a job as a reporter for the ABC affiliate in Greenville, Mississippi ( I know, it's a LOOOONG way from Bmore)...and I wanted to thank you for giving me the opportunity to intern at WBAL. The experience and knowledge I gained there really helped me to get where I am right now and will help me to go further. But once again thank you very much for the opportunity. TTYL

By the way, there are a few old classmates of mine who are seniors now and I know they need internships to graduate. Would it be ok for me to give them your number and tell them to fill out the application polish their resume and give you a call to follow up? But let me know. Hopefully someone else can benefit like I did at BAL.

God Bless and hope to hear from you

Derrick N. Rose

"I can do the impossible, I can see the invisible, because I got FAITH!"



## INTERNSHIP APPLICATION

**WBAL-TV 11**

### **HEARST -ARGYLE BALTIMORE INTERNSHIP PROGRAM**

Sections I, II and III should be filled out, and signed, in consultation with your internship coordinator and/or faculty advisor. Mail the completed and signed application, along with any appropriate paperwork, to:

**Simone Baptiste**

**WBAL-TV 11 Internship Program**

**3800 Hooper Avenue**

**Baltimore, Maryland 21211**

**SECTION I** (Student must complete.) **NAME:**

#### **AVAILABLE INTERNSHIPS:**

See the Internship Application's companion piece for internship descriptions. Once you are accepted into the program (by completing this Application, and meeting all of the requirements), you will interview with your prospective Intern Supervisor. Rank according to preference so every effort will be made to place you in the internship of your choice.

#### **WBAL-TV 11 NEWS**

Assignment Desk ☐

I-Team ☐

Sports ☐

Special Projects ☐

#### **WBAL-TV 11**

Sales ☐

Promotions ☐

Public Relations/Affairs ☐

Television Programming ☐

**SECTION II** (Student must complete.)

Request for: Spring ☐ Summer ☐ Fall ☐ Year ☐

Student's name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Social Security #: \_\_\_\_\_

College/University: \_\_\_\_\_

Class (circle one): graduate senior junior

Graduation date: \_\_\_\_\_

Overall GPA: \_\_\_\_\_

Briefly state why you wish to undertake this internship:

\_\_\_\_\_  
\_\_\_\_\_



## INTERNSHIP APPLICATION

### **SECTION IV** (WBAL-TV 11 Intern Coordinator must complete.)

Application for internship with (circle one): WBAL-TV 11 News WBAL-TV

Name of Intern Supervisor: \_\_\_\_\_

Department: \_\_\_\_\_ Phone ext: \_\_\_\_\_

Intern job description (specific duties):

---

---

---

Student will learn:

---

---

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Intern's start date: \_\_\_\_\_ Intern's end date: \_\_\_\_\_

Indicate Intern's weekly schedule:

Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐

Sat ☐ Sun ☐

### **INTERN SUPERVISOR REQUIREMENTS AND WBAL-TV 11 INTERN POLICY:**

Interns must attend an Orientation (or meet with the Intern Program Manager within the first 2 weeks of their internship).

Exit Interview with the Intern Program Manager.

Intern Supervisors must complete a Mid-semester Review and a Final Review with their Interns.

The help we receive from student interns is a privilege, and not an entitlement. The relationship enhances the efficiency of the station. In return, we have an obligation to give back to the students a unique career experience of equal value (at least) to the effort they invest.

I have read and understand the Intern Supervisor Requirements and the WBAL-TV 11 Intern policy as stated above.

Intern Supervisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

3800 Hooper Avenue

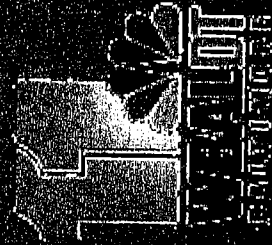
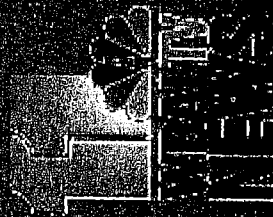
Baltimore, Maryland 21211

410-467-3000

**BALTIMORE**

**WBAL-TV**

*Internship Program*



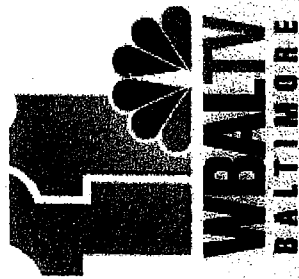
[THEWBALCHANNEL.COM](http://THEWBALCHANNEL.COM)



# REQUIREMENTS

The Internship program offers college students the opportunity to take a first step into the broadcasting industry. WBAL-TV Interns are unpaid and therefore must be:

- Enrolled at an accredited four or five-year college or university.
- Able to provide proof of credit from your college or university prior to starting your assignment.
- On track to receive a bachelor or advanced degree from a college or university.
- Currently of sophomore standing or above.

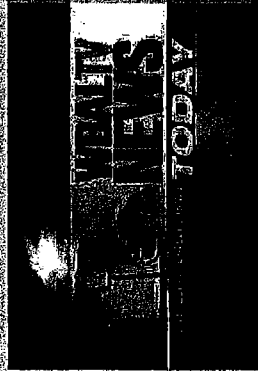


# WHAT WBAL-TV EXPECTS

*WBAL-TV looks for individuals who are committed to a career in media/broadcasting through experiences in their major studies, college clubs/organizations, prior media based internships or prior media work experience. Grade point average, community service, and leadership experience are also an important part of the total assessment of student applicants.*

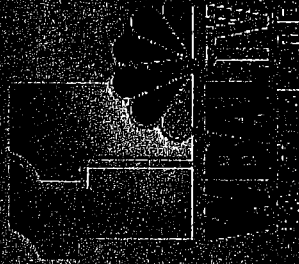
# WBAL-TV DEPARTMENTS

**WBAL-TV OFFERS INTERNSHIPS IN  
THE FOLLOWING DEPARTMENTS:**

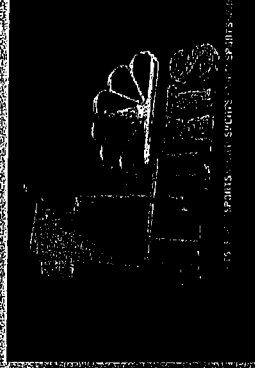


**News Department**

**Promotions**



**Sales and Marketing**



**Sports**

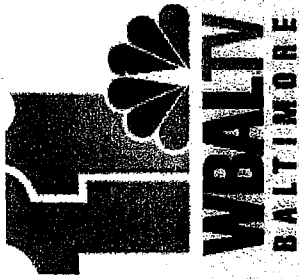


**Programming &  
Public Affairs**

**THEWBAL-TVCHANNEL.COM**

**Internet/Web Producing**

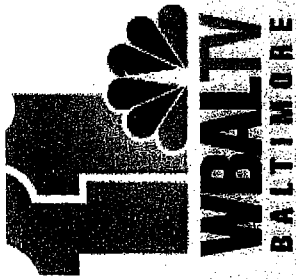




# *Five Things That You Should Know About WBAL-TV*

- What year did WBAL-TV introduce itself to Baltimore?
- What network is WBAL-TV affiliated with?
- What is the name of WBAL-TV's parent company?
- How many newscasts does WBAL-TV broadcast on an average day?
- Who is WBAL-TV's president and general manager?





## How To Apply

- Complete the Application.
- Obtain an official copy of your transcript.
- Email, Fax, or Snail mail the application to:

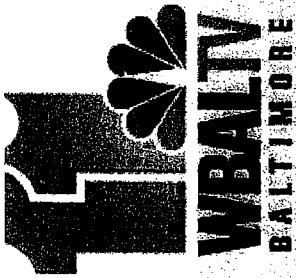
Cassandra A. Vaughn-Fox

3300 Hooper Avenue

Baltimore, Maryland 21211

410-338-6616 (fax)

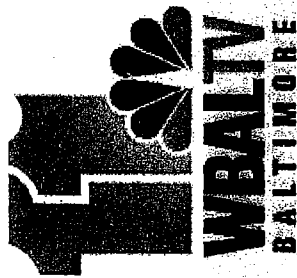
[CVaughn-Fox@Hearst.com](mailto:CVaughn-Fox@Hearst.com)



# When to Apply

*Due to the high volume of resumes we receive we regret that we will only be able to respond to those students in whom we have an interest. Please refer to the following table as a guideline for submitting your resume.*

<u>SEMESTER</u>	<u>RESUME ACCEPTED</u>	<u>INTERVIEWS CONDUCTED</u>
FALL	May - August	June - August
SPRING	September - December	November & December
SUMMER	January - March	February - May



# Application Information

*The student may work during the Fall, Spring, or Summer college semesters full-time or part-time (minimum 3 days per week) based on student availability and department/show needs. Interns are located at the WBAL-TV offices in Baltimore, Maryland at 3800 Hooper Avenue, Baltimore Maryland 21211.*



Talk More.

SEARCH

Homepage &gt; WBAL-TV

## Internship Information

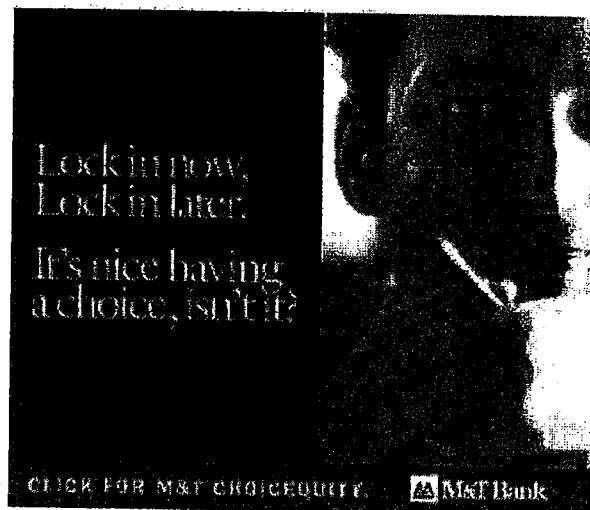
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SBaptiste@hearst.com



Deadlines: Fall, Sept. 12; Spring, Mar. 11

### Promotion

- Learn first hand the operation news stories
- Observe the process of post-production AVID editing suite
- Experience field producing with producers and producers
- Compose show descriptions for

### Community Affairs

- Observe and participate in the planning of weekly public affairs programs; assist scheduling of guests and tapings
- Demonstrate good judgment, resourcefulness, confidence, and a positive attitude viewer comments and requests
- Demonstrate a working knowledge of word processing and internet navigation; and participate in special community events and projects
- Receive and log Public Service Announcement for on-air use
- Manage multiple assignments with short deadlines

Editorials
<b>NEWS</b>
Home
Local News
National News
11 Insta-Weather
Traffic Pulse
Sports
Health Alert
Consumer Alert
Irresistible News
Video
Slideshows
Education Alert
Entertainment
Money
Tech
Family
Food
House and Home
<b>MARKETPLACE</b>
Automotive
Dating
Career
Deals
Legal Center
Real Estate
Healthy Steps
Travel
Weddings
Yellow Book
<b>WBAL-TV</b>
Editorials
About WBAL-TV
Advertise
Contact WBAL-TV 11
TV Listings
WBAL News Team

**SITE TOOLS**[Contact Us](#)[Desktop Alerts](#)[E-mail Sign Up](#)[Premium Weather](#)[RSS](#)

- Work with accounts receivable and credit collections making phone calls and res credit information for new clients
- Must be proficient in Excel spreadsheets. It would also be helpful to have Power experience
- Assist in preparation of FCC
- Assist the intern coordinator in reviewing resumes and intern placement
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- At the end of their rotation, interns are able to focus on their area of interest and pursue their own individual goals.
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(Schedule Requirement: flexible and varied, but interns should be willing to work a variety of order to get the best experience)

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## INTERNSHIP APPLICATION

### **WBAL-TV 11 HEARST -ARGYLE BALTIMORE INTERNSHIP PROGRAM**

Sections I, II and III should be filled out, and signed, in consultation with your internship coordinator and/or faculty advisor. Mail the completed and signed application, along with any appropriate paperwork, to:

**Simone Baptiste**  
**WBAL-TV 11 Internship Program**  
**3800 Hooper Avenue**  
**Baltimore, Maryland 21211**

#### **SECTION I (Student must complete.) NAME:**

#### **AVAILABLE INTERNSHIPS:**

See the Internship Application's companion piece for internship descriptions. Once you are accepted into the program (by completing this Application, and meeting all of the requirements), you will interview with your prospective Intern Supervisor. Rank according to preference so every effort will be made to place you in the internship of your choice.

#### **WBAL-TV 11 NEWS**

Assignment Desk ☐  
I-Team ☐  
Sports ☐  
Special Projects ☐

#### **WBAL-TV 11**

Sales ☐  
Promotions ☐  
Public Relations/Affairs ☐  
Television Programming ☐

#### **SECTION II (Student must complete.)**

Request for: Spring ☐ Summer ☐ Fall ☐ Year ☐

Student's name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Social Security #: \_\_\_\_\_

College/University: \_\_\_\_\_

Class (circle one): graduate senior junior

Graduation date: \_\_\_\_\_

Overall GPA: \_\_\_\_\_

Briefly state why you wish to undertake this internship:

\_\_\_\_\_  
\_\_\_\_\_



## INTERNSHIP APPLICATION

WBAL-TV 11 internships require a 15-hour per week minimum. Most of the internships require you to be here for two or three 8-hour days. (Example *Tues. & Thur. 9-5 or Mon, Wed. Fri. 9-5*). Please check which days you are available to work.

Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun ☐

List all related courses completed to date, and letter grades from each:

COURSE GRADE COURSE GRADE


NOTE: A sealed official transcript must accompany this application for verification.

### SECTION III (Faculty sponsor must complete.)

What are the learning objectives for student?


What will you expect the student to submit as evidence of the internship?


WBAL-TV 11 internships require a minimum commitment of 15 hours per week. How many hours per week must the student work in order to receive college credits? Hours per week: ☐

This verifies that \_\_\_\_\_ will receive ☐ college credits for this internship.

Does the school's liability insurance cover this student while he/she is performing field study for WBAL-TV 11 in exchange for college credits? Yes ☐ No ☐

Signature of Faculty Sponsor Date \_\_\_\_\_

College / University \_\_\_\_\_

Street Address \_\_\_\_\_

City State Zip \_\_\_\_\_





## INTERNSHIP APPLICATION

**SECTION IV** (WBAL-TV 11 Intern Coordinator must complete.)

Application for internship with (circle one): WBAL-TV 11 News WBAL-TV

Name of Intern Supervisor: \_\_\_\_\_

Department: \_\_\_\_\_ Phone ext: \_\_\_\_\_

Intern job description (specific duties):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Student will learn:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Intern's start date: \_\_\_\_\_ Intern's end date: \_\_\_\_\_

Indicate Intern's weekly schedule:

Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐

Sat ☐ Sun ☐

**INTERN SUPERVISOR REQUIREMENTS AND WBAL-TV 11 INTERN POLICY:**

Interns must attend an Orientation (or meet with the Intern Program Manager within the first 2 weeks of their internship).

Exit Interview with the Intern Program Manager.

Intern Supervisors must complete a Mid-semester Review and a Final Review with their Interns.

The help we receive from student interns is a privilege, and not an entitlement. The relationship enhances the efficiency of the station. In return, we have an obligation to give back to the students a unique career experience of equal value (at least) to the effort they invest.

I have read and understand the Intern Supervisor Requirements and the WBAL-TV 11 Intern policy as stated above.

Intern Supervisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Interns - June 2003 - May 2004

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Rebecca Pollack	News	Mark Miller	University of Maryland	Summer 2003	Weekly schedule of news activities
WBAL-TV	Kelly Naff	Sales/Marketing	Mike Winner	Towson University	Summer 2003	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.
WYYY-FM	Courtney Griffin	Promotion	Steve Huber	Towson University	Summer 2003	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Amy Bassett	Sales/Marketing	Mike Winner	Towson University	Spring 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.
WBAL-TV	Zainab Oke	Sales/Marketing	Mike Winner	Towson University	Winter 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.

## OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: **WBAL Internship Program**

Initiative Classification: **#5**

**Nature of the Activity, Including Date(s):**

**Summer 2003 – WBAL provided an internship in its News Department for: Rebecca Pollack, female, University of Maryland**

**Scope of Station's Participation:**

**Intern was assigned to a weekly schedule of news department activities and was supervised by the News Director. A written policy and intern/job description were provided. Performance evaluation was conducted as well as telephone contact with the intern's school supervisor.  
(See attached)**

**Station Personnel Involved:**

**News Director, Mark Miller  
Reporters, Pieter Bickford, Anne Kramer, John Patti, Scott Wykoff**

*Attach all documentation concerning the nature of the activity,  
the scope of the station's participation, and the station personnel involved.*

*For "Initiative Classification" use numbers "1" through "13" in accordance with the following:*

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

**\*\*\*\*\* DO NOT PUT IN PUBLIC FILE \*\*\*\*\***



Maryland's NEWS • TALK • SPORTS Station

Mark Miller  
News Director  
msmiller@hearst.com  
Hearst Broadcasting  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 467-3000 / (410) 338-8595  
FAX (410) 338-8675

March 31, 2003

To: Jeff Beauchamp PERSONAL AND CONFIDENTIAL

Re: Monthly Report, March 2003

## PERSONNEL

I met with Bill Vanko in March to discuss some tweaking of morning drive. I encouraged Bill to work even harder to polish his on air delivery. I also pointed out ways in which he could enhance his morning drive newscasts by looking ahead to future events, and working to get more live interviews and tape for morning drive.

Scott Wykoff organized this year's awards judging for the Chesapeake AP Broadcasters. John Patti, Pieter Bickford, Anne Kramer and Bill Vanko also participated in the judging of entries from Illinois. Other judges came from WMAL, WTOP and WDEL. Judging was held over a two-day period at WBAL.

## INTERNS

I am already working on intern interviews for the summer of 2003. One intern will be Rebecca Pollack, a journalism major at the University of Maryland. I'm hoping to have two or three interns on board for the summer.

## AWARDS

WBAL Radio captured three regional Edward R. Murrow awards from RTNDA.

Pieter Bickford won in the Use of Sound category for his report, "Induction Day," on the induction of the new class of plebes at the Naval Academy.

John Patti won in the Sports Reporting category for his report "Amer Sports Too," which was a profile of the all-female Australian crew in the Volvo "Round the World Ocean Race.

Bill Vanko won in the Writing category for a compilation of his work.

All three now advance for consideration for the national Murrow award. That judging will take place in June and the national winners will be presented their awards in a ceremony in New York in the fall.



Maryland's NEWS • TALK • SPORTS Station

Mark Miller  
News Director  
msmiller@hearst.com  
Hearst Broadcasting  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 467-3000 / (410) 338-6595  
FAX (410) 338-6875

July 22, 2003

To Whom It May Concern:

I am the News Director of WBAL Radio, Baltimore's 50,000-watt news/talk station. I have been employed by WBAL since 1979, and have served as News Director since 1990. I am a past Director for the Radio Television News Directors Association, and a Past President of the Chesapeake Associated Press Broadcasters Association. I also serve on the Advisory Board for Towson University's Department of Mass Communication and Communication Studies.

I would give Rebecca Pollack my highest recommendation and ask your consideration of her for an internship or employment. Of the nearly 100 interns I have supervised as a news manager, Rebecca would clearly fall within the top two percent. She would fall into a similar percentile if I were to rank interns on the attributes of integrity, leadership potential, teamwork, self-motivation, and personal responsibility.

Rebecca showed maturity beyond her years. She was a proven self-starter, and executed with great professionalism every assignment given to her. When those assignments were completed, she found additional work to do and tasks to perform without waiting for additional duties to be assigned to her.

During her internship this summer, Rebecca has worked with a newsroom computer system (ENPS,) a desktop audio editing system (Cool Edit,) and she conducted and edited numerous interviews for broadcast. Additionally, she has shadowed a number of our street reporters as they carried out their day to day assignments.

Even though Rebecca was an intern, she earned the acceptance and respect of her professional colleagues. She could operate with a minimum of supervision and oversight, and she was immediately accepted as a full-fledged member of the news team.

Respectfully,

Mark S. Miller  
News Director

Interns - June 2003 - May 2004

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Rebecca Pollack	News	Mark Miller	University of Maryland	Summer 2003	Weekly schedule of news activities
WBAL-TV	Kelly Naff	Sales/Marketing	Mike Winner	Towson University	Summer 2003	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.
WYYY-FM	Courtney Griffin	Promotion	Steve Huber	Towson University	Summer 2003	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Amy Bassett	Sales/Marketing	Mike Winner	Towson University	Spring 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.
WBAL-TV	Zainab Oke	Sales/Marketing	Mike Winner	Towson University	Winter 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.



"Kelly Naff" <kelnaff@hotmail.com> on 04/02/2003 01:29:51 PM

To: mwinner@hearst.com  
cc:

Subject: Re: Summer Internship

Mike,

I have to finish the internship on July 21st (This is the last day of the class). On Tuesdays I would like to work 10am-5pm and on Thursdays I can be flexible. I can come in for the 8:15am meeting and leave at 2:15 or stay a couple of hours depending on the work load. I appreciate your willingness to be flexible. I am sure I will reach 104 hours in 7 weeks if I pick up an hour here or there. Let me know your thoughts.

Sincerely,  
Kelly Naff

>From: mwinner@hearst.com  
>To: "Kelly Naff" <kelnaff@hotmail.com>  
>Subject: Re: Summer Internship  
>Date: Wed, 2 Apr 2003 11:15:44 -0500  
>  
>  
>Kelly,  
>  
>Here's my suggestion on hours:  
>  
>Tuesdays: 10A-4P. Feel free to add time for lunch or to consider 11-5, if  
>that works better with your Tuesday night schedule.  
>Thursdays: 8:15A-2:15A. If you prefer a different time, let me know. Our  
>sales meetings are Thursdays at 8:15A and I thought you might find it  
>beneficial to sit-in. It's up to you. If you would like to adjust the  
>hours for either or both days to include a lunch hour, let me know.  
>  
>I will assume that you will begin on Tuesday, June 3rd at 10A, unless you  
>tell me otherwise. We'll schedule time that day to review your objectives.  
>  
>I have scheduled your last day for Thursday, July 31st. That will give you  
>a total of 9 weeks, as discussed.  
>  
>As you know, we can be somewhat flexible with regard to your hours.  
>  
>Thanks. See you in June.  
>  
>mw  
>  
>  
>  
>  
>  
>  
>"Kelly Naff" <kelnaff@hotmail.com> on 04/02/2003 10:44:40 AM  
>

>To: mwinner@hearst.com

>cc:

>

>Subject: Summer Internship

>

>

>Hi Mike!

>Well, I am pleased to tell you that I have everything lined up for my

>summer

>internship there at WBAL - TV. I registered on 4/01/03 for my class that

>accompanies the internship (Tuesdays - 6pm-8:40pm). So, I think that

>Tuesdays will be the longer day of the two days that I will be there each

>week. I need a total of 104 hours from June 3rd - July 21st. On my first

>day, I need to meet with you to discuss the overview of the program, my

>objectives for the internship, and other information that will assist me in

>accomplishing my written work for the class. So, if you could set aside

>some

>time during the morning of June 3, 2003 to meet with me that would be

>great!

>I look forward to working with you and your team!

>

>Sincerely,

>Kelly Naff

>443-865-5946 (cell)

>

>

>

>

>

>

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cell 443.865.5946  
e-mail kelnaff@hotmail.com

- Kelly Naff -

Summer 03

June ~~2ND~~ 3RD Start Date

9 Weeks

6 hours/Day Tue ~~Wed~~ Thur

July 31<sup>ST</sup> Target End Date

~~6~~ Need 108 hours total

# *Kelly Ann Naff*

429 Red Birch Road Millersville, Md 21108

410-729-3830 [kelnaff@hotmail.com](mailto:kelnaff@hotmail.com)

## **PERSONAL PROFILE:**

- Knowledge of Windows 98, Microsoft Word, Excel, Powerpoint, Outlook, Project, Internet
- Strong organizational, interpersonal and communication skills.
- Ability to work independently and in groups.
- Demonstrated leadership, supervisory and training abilities.
- Self-motivated, outgoing and hardworking

## **EDUCATION:**

Towson University, Towson, Maryland

Pursuing a Bachelor of Science in Business Administration, Anticipated Date of Degree May 2004

Major: Marketing GPA: 3.65

The Community College of Baltimore County, Catonsville, Maryland

Associate of the Arts Degree, Business Administration December 2001

## **RELATED COURSE WORK:**

Principles of Accounting I & II

Economics- Macro & Micro

Principles of Management

Business Law I

Principles of Marketing

Introduction to Business

Human Resource Management

Statistics

Buyer Behavior Analysis

Decision Sciences

Advertising Management

Basic Finance

## **EXPERIENCE:**

Northrop Grumman, Linthicum, MD

### **Casual Employee/Intern – Business Management**

- Work with Training Development
- Maintain Schedule for training
- Increased knowledge of Microsoft Powerpoint, Excel, Project, Outlook
- Improved communication, writing and problem solving skills

5/02-8/02

1/03-present

Kohl's Department Store, Severna Park, MD

### **Front End Supervisor**

- Supervise employees
- Maintain a clean and safe working environment
- Provide quality customer service
- Open and close registers
- Handle money exchanges for each register

7/01-present

ExploraWorld, Columbia, MD

### **Senior Manager**

- Supervised employees
- Interviewed, hired and trained new employees
- Handled inventory and ordering procedures
- Maintained a clean and safe working environment
- Provided quality customer service
- Opened and closed cash/credit card terminals

2/99 - 10/00

Y.M.C.A., Catonsville, MD

### **Member Service Representative, Building Supervisor**

- Responsible for the supervision of customer service employees
- Opened and closed the facility
- Assisted customers and handled cash transactions

6/98 - 8/99

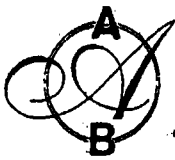
## **ADDITIONAL INFORMATION:**

Future Educators of America Club, 1996-1997

National Honors Society, 1996-1997

Camp Heritage, Catonsville, MD, Summers 1991, 1992

References Available Upon Request



**THE ADVERTISING ASSOCIATION OF BALTIMORE**

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410-821-6968

WWW.BALTIMOREADVERTISING.ORG

**STEVE CLINE**  
MANAGING DIRECTOR

July 8, 2003

Bill Fine  
President & General Manager  
WBAL-TV  
3800 Hooper Avenue  
Baltimore, MD 21211

*MATT - FOR!  
THANKS  
EVERYTHING  
[Signature]*

Dear Bill:

A quick note to let you know how much the AAB appreciates the contribution of Matt Nixon and Kelly Knapp, an intern in your sales department, to the success of this year's AAB Golf Classic.

Matt did a tremendous job chairing this year's event. He was extremely organized and very focused on keeping the committee moving forward. Jim Russell and John Kaulius teamed very well with Matt to put together an event that by all accounts, was very well received. Of course, for the 3<sup>rd</sup> year in a row Matt's team won the event. Do you think there's any connection between him being chair and winning? We'll see, as Matt has agreed to chair the committee again next year.

Kelly Knapp is without doubt the unsung hero of the AAB Golf Classic. She definitely went over and above what she volunteered to do. Kelly volunteered to help with signing people in for the golf tournament. She did that flawlessly and was then free to go. Instead of leaving, she asked what else she could do to be of help and ended up staying an extra 3½ hours providing invaluable assistance with the details of setting up the silent auction. Her efforts made a huge difference and saved me a significant amount of time and effort. If Kelly's attitude at the golf tournament is any indication of her approach to her job, then I am certain she will be quite successful.

The club is grateful for the contribution of Matt and Kelly and for the unwavering support of WBAL-TV. Thanks.

Sincerely,

*[Signature]*

Interns - June 2003 - May 2004

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
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WBAL-TV	Zainab Oke	Sales/Marketing	Mike Winner	Towson University	Winter 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.

# Resume of Courtney Griffin

## Applying For Summer Internship

1345 Uniontown Road  
Westminster, MD 21158  
Home Phone (410) 848-9162  
Cell Phone (410) 259-9149

### QUALIFICATIONS

I have always been known to be a very friendly and open person. I am known for my humorous ways, but also for being serious when it is needed, whether in the office or out. I am a very hard worker and am willing to stretch my own abilities to accomplish my work. Being an Radio Broadcasting major at Towson University, I would be very excited if approached with any type of position, considering any type of experience will be very helpful for me in the future.

### EDUCATION

1996-2000 High School Diploma, Francis Scott Key High School, Union Bridge, Maryland  
2000-2002 High Point University, High Point, North Carolina  
Fall 2002-Spring 2003 Towson University, Towson, Maryland

### EMPLOYMENT

1998-1999 *Waitress and kitchen help, Carroll Luthran Village in Westminster, MD*  
My job responsibilities during my employment at this elderly home included serving meals, busing tables, loading and unloading the dishwasher, along with interacting with the many residents I met throughout the day. This job helped with my people skills along with learning how to work as a team. I, along with the other workers, were taught to offer help if anyone seemed frustrated or especially busy. This job also helped me see the many aspects and angles of a business. Different things were expected at different times during the day, whether a person was in the dining room, kitchen, or just washing dishes. I learned these expected tasks and used my own judgement on when to tackle and finish them. This job also taught me time management while on the job, whether I was extremely busy or not at all.

1999-2000 *Day Care Assistant, Westminster Recreation, Westminster, MD*  
This job required less responsibility, but the responsibility I held was much more important. Interaction with parents was an obvious responsibility, helping my people skills grow once again. During this job, I was required to keep an eye on all of the children in the room at that moment. I was sometimes left alone with ten to fifteen children between the ages of three months to twelve years. This job helped me to consider the different outlooks of children and how to keep them entertained.

Summer 2000 *Day Camp Counselor, Westminster Recreation, Westminster, MD*  
During my summer as a day counselor, I was responsible for many tasks, including dealing with everyday activities along with field trips. I also learned my own time management while working at this job, considering I sometimes worked ten hours a day and wanted to keep my usual daily activities.

Summer 2001 *Employee of the Maryland Public Interest Research Group (MaryPIRG), Baltimore*  
While being employed at MaryPIRG, I was encountered with countless responsibilities. I worked in the office a few hours in the morning, completing calls to the media, newspapers along with television stations, and giving information on

MaryPIRG's weekly press conferences. I also helped prepare the conferences by inviting people to speak and creating graphs and visuals for MaryPIRG's presentations. In early afternoon, many teammates and I left for a chosen city each day and would split up throughout many neighborhoods. Each person would be assigned a certain amount of houses to visit within six hours. Going door to door, I shared the facts of MaryPIRG's many environmental campaigns, including the drilling in the arctic refuge, the cutting down of rainforests, and the building of nuclear power plants and asked for donations and memberships that would help these causes. This job improved my people skills greatly. Not only did I have to interact with people I had never met every day, but I also had to learn a way to approach people that would automatically turn away, along with learning how to step back when people automatically got defensive on such issues. This job also helped me learn how to be independent in a job setting and make decisions on my own. After visiting the neighborhoods, each person would be picked up and we would all venture back to Baltimore where we would count our earnings from the lobbying that day. This part of the job once again reminded me of the teamwork all jobs require. I also learned the devotion such a job required, while working fourteen hour days. I also felt very proud about helping such causes, helping me to learn to recognize the honor in every job.

2001

*Housekeeper, Best Western, Westminster, MD*

The responsibilities of this job include cleaning bedrooms, bathrooms, and making each room look equally presentable. This job also helped me to once again improve my people skills, along with improving how I working independently. My boss trusted that I completed each part of the job fully and equally, which also helped me to see the trust a business relationship must sometimes form.

*September 2001-April 2002*

*Counselor for YMCA After School Program at Southwest Elementary School, High Point, NC*

The responsibilities of this job include watching and playing with the children, along with being a part of the planned games and activities. This job helped me to work and communicate with other employees. Each counselor's judgment is not always the same, and it is very important to learn how to work together by noting each person's actions toward the children and continuing these actions, especially in disciplinary situations. Along with communicating with other counselors, it is also important to know how to communicate with the children and the parents, which I improved on greatly.

*Summer 2002 Day Camp Counselor, Westminster Recreation, Westminster, MD*  
Same tasks as above.

*September 2002-January 2003 Salesperson, David's Jewelers, Westminster, MD*

During my time at this job, I expanded my knowledge on how to listen to customers. I learned that what a customer wants is the most important thing, especially in the jewelry business.

*February 2003- Current Waitress, Applebee's, Westminster, MD*

Throughout my time working at Applebee's, I have learned to use all of my skills at once. Patience is definitely a virtue when waitressing, especially with myself. I have learned not to get frustrated if I don't know something and I mess up. I have also grown more outgoing than I already am (wow!) by knowing that if I have a question, I should not be afraid to ask someone for help.

*February 2003-Current Volunteer, 89.7 WTMD, Towson, MD*

By volunteering at WTMD, I have learned new skills in broadcasting. Some of my duties at the station include writing and recording PSAs and promoting the station through phone calls and by sending out promotional documents. Through this, I have gained a greater knowledge in radio equipment and Cool Edit, along with learning how a station is ran through computer technology.

# The Internship Program

## Midsemester Evaluation for Supervisors of Towson University Interns

The Career Center at Towson University  
8000 York Road - Towson, MD 21252-0001  
t. 410-704-2233 - f. 410-704-3459



Your evaluation of your student intern provides important feedback necessary for student development and faculty assessment. Please rate your intern's performance, review the evaluation with your intern, and then return the form to the Career Center. Using the scale provided, please evaluate your intern's performance. The rating scale is:

1=Poor, 2=Marginal, 3=Satisfactory, 4=Very Good, 5=Exceptional, N/A=Not Applicable

Preparation	1	2	3	4	5	N/A
Provided a persuasive, informative résumé						
Demonstrated effective interviewing skills			X			
Showed appropriate initiative and follow up				X		
Showed ability to relate course work to experience				X		

Communication Skills	1	2	3	4	5	N/A
Provides accurate, complete and persuasive written communications			X			
Communicates effectively with team members and supervisors (interpersonal and team)				X		
Articulates another's viewpoint through verbal and nonverbal cues				X		

Critical Thinking	1	2	3	4	5	N/A
Uses problem-solving techniques						
Thinks adaptable, flexible thinking				X		
Uses critical thinking to produce comprehensive, supported conclusions				X		
Uses creative thinking methods to produce ideas				X		
Distinguishes fact from opinion and critical from noncritical information				X		
Develops several workable solutions to a problem				X		
Demonstrates continuous learning				X		
Shows common sense				X		

Technology	1	2	3	4	5	N/A
Uses software efficiently and effectively for writing, spreadsheets, presentations or design			X			
Uses electronic mail, World Wide Web, Internet and other contemporary electronic services				X		

Leadership Development and Ethics	1	2	3	4	5	N/A
Accepts responsibility for his or her actions			X			
Resolves interpersonal and team conflicts				X		
Open-minded to other views and values				X		
Demonstrates effective team skills				X		
Displays appropriate business behavior and appearance				X		
Manages time and tasks				X		
Attends work regularly and is punctual				X		

Please provide us with any constructive comments. An explanation of any 1 or 2 ratings will be essential to student development.

Work Site Supervisor's Signature: Heidi W. Kelly Date: July 14, 2003

(Please print) Courtney Griffin Date: July 14, 2003



Interns - June 2003 - May 2004

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
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"Amy Bassett" <abasse2@towson.edu> on 12/18/2003 02:18:21 PM

To: mwinner@hearst.com  
cc:

Subject: Spring 2004 Internship Hours

Hi Mike,

Hi Mike, this is Amy Bassett. Hope you have a great upcoming holiday! Just wanted to make another follow up email re' possible hours for my internship with you. Looking at my schedule for the spring, a majority of my available hours are Monday, Wed, and Friday from 9:45 am - 5:00/5:30 pm. I hope those hours work for you. Let me know. Also, I would like to come in a week before classes start, which is the week of January 19th to get settled and start my hours if possible. However, I am enrolled in a minimester course that lasts until January 23, 2004 and I have class from 9am-12pm M-F. So, the week of the 19th if its possible, I'd like to come in after my class and get a feel for the office and some of my duties. Once the spring semester resumes on the January 26th though, I will revert to my 9:45-5:00/5:30 hours. I hope that sounds good, and I hope to hear from you soon! Again hope you have a great holiday and a happy new year!

Take Care!  
Amy Bassett

# Amy Bassett

---

## Objective

I am seeking an internship opportunity with WBAL TV11 under the title of Marketing and Sales Intern where I hope to gain the experience of effective teamwork, self-development and exposure to a Marketing career.

## Education

Towson University

Towson, MD

- Expected graduation in May 2004 with a Bachelor of Science degree in Business Administration with a concentration in Marketing.
- G.P.A 3.0
- Dean's List Spring 2003

Fall 2000

Montgomery Community College

Germantown, MD

- Enrolled in courses toward an undergraduate degree in Business Administration.

## Relevant Course Work

- Marketing 341 – Principles of Marketing

Learned basic principles of marketing such as price, production, placement and promotion of products.

- Marketing 351 – Sales Management

Throughout the class particular emphasis was placed on the selling process and identifying target markets.

Group projects involved students to apply the skills necessary in selling a product to an audience.

- Marketing 445 – International Marketing

The objective of this class was to educate students on international concepts related to marketing.

Class discussions are focused on learning about the importance of being culturally aware when conducting marketing techniques worldwide.

## Work Experience

Spring 2001- Present

Towson Dept of Environmental Health & Safety

Student Worker

- Perform various clerical duties such as answering phones and filing
- Assisted in data entry and the development of Towson University employee databases for the Dept. of Environmental Health and Safety

# **Amy Bassett**

Summer 2002-2003                      Kumon Math & Tutoring  
Tutor

- Tutored young children in math and reading skills.
- Assisted children in the center with homework.

Summer 2002                              Michael's Craft Store  
Sales Associate

- Cashed out customers.
- Assisted managers in closing the store after hours.

Summer 2001                              Bath & Body Work's  
Sales Associate

- Assisted managers in counting out cash register drawers.
- Assisted customers with finding products throughout the store.
- Cashed out customers.

## **References**

Donna McLaughlin      410-704-2949

- Towson University Dept. of Environmental Health and Safety

Kelly Santee                      301-854-0376

- Kumon Math and Tutoring Center Director

# EMPLOYER'S FINAL KSA PERFORMANCE EVALUATION OF ITING

(Please Print)

Dear Employer:

The College of Business and Economics (CBE) understands the need for its graduates to be broad-based and ready to perform immediately upon entering the job market, both as individuals and in teams. Therefore, its curriculum contains concrete, measurable and attainable objectives throughout. As a result, each CBE graduate is expected to perform successfully in the following nine areas of Knowledge, Skills and Attitudes (KSAs).

Please rate your intern or employee's performance only on the KSAs that apply to his/her job. Rating Scale is:  
5 = EXCELLENT; 4 = GOOD; 3 = SATISFACTORY; 2 = FAIR; 1 = POOR; N/A = Not Applicable

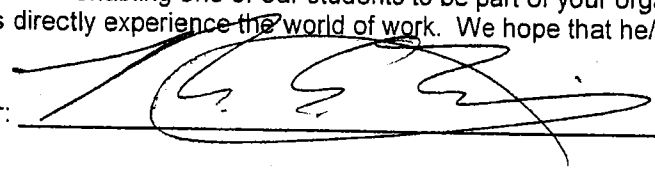
COMMUNICATION: WRITTEN, SPOKEN, GRAPHIC and ELECTRONIC	5	4	3	2	1	N/A
1. Write articulate, persuasive and influential business reports, proposals, and letters	✓					
2. Make articulate, persuasive and influential individual and team presentations						✓
3. Develop graphic, spreadsheet and financial analysis support for position taken	✓					
4. Display presentation skills	✓					
5. Generate appropriate visual aids	✓					
6. Use correct written structure, spelling, grammar and organization	✓					
7. Articulate another's viewpoint through verbal and non-verbal cue interpretation	✓					
8. Resolve interpersonal and team conflicts						✓
9. Negotiate effectively						✓
THINKING: CRITICAL, CREATIVE and INTEGRATED	5	4	3	2	1	N/A
10. Use problem-solving techniques	✓					
11. Use adaptable, flexible thinking	✓					
12. Use critical thinking to produce comprehensive, supported, integrated conclusions	✓					
13. Use creative thinking methods to produce ideas	✓					
14. Distinguish fact from opinion, and critical from non-critical information	✓					
15. Develop several workable solutions to a problem	✓					
16. Show common sense	✓					
17. Demonstrate continuous learning (learning to learn)	✓					
TECHNOLOGY	5	4	3	2	1	N/A
18. Use software for writing, spreadsheets, databases, presentations, and decision support	✓					
19. Demonstrate self-taught use of a second software package	✓					
20. Use E-Mail, World Wide Web, Internet, and other contemporary electronic services	✓					
ETHICS and VALUES	5	4	3	2	1	N/A
21. Consistently accept responsibility for one's own actions	✓					
22. Display ethical conduct and honor system behavior	✓					
23. Apply ethics in reaching business recommendations	✓					
24. Promote benefits of good ethical behavior while recognizing practical ethical challenges	✓					
25. Display a "win-win" attitude	✓					
ACCREDITED BUSINESS CONTENT	5	4	3	2	1	N/A
26. Know, apply and integrate the content in one's major	✓					
27. Apply and integrate accumulated cross-discipline concepts						✓
28. Value the relevance of each business discipline in today's business world		✓				

DIVERSITY, INTERNATIONAL and DEMOGRAPHIC							5	4	3	2	1	N/A
29. Apply international concepts and contemporary issues to business situations												✓
30. Apply domestic diversity concepts and contemporary issues to business situations												✓
31. Show sensitivity to the views, values and business customs of other cultures	✓											
32. Discuss relevant global business developments		✓										
33. Interact as a business professional with people of other cultures and sub-cultures	✓											
PRACTICAL EXCELLENCE							5	4	3	2	1	N/A
34. Demonstrate effective team skills	✓											
35. Display professional business behavior and appearance	✓											
36. Network with professionals	✓											
37. Manage time and tasks	✓											
38. Use estimates, analogies, and examples	✓											
39. Demonstrate development of one's own self-esteem and "can-do" attitude	✓											
LEADERSHIP, ENTREPRENEURSHIP and COMMUNITY SERVICE							5	4	3	2	1	N/A
40. Demonstrate group leadership												
41. Describe one's own risk-taking profile												
42. Differentiate between a leader, a manager, and an entrepreneur	✓											
43. Perform community service												✓
44. Foster leadership potential in self and others	✓											
JOB EXPERIENCE and CAREER DEVELOPMENT							5	4	3	2	1	N/A
45. Show evidence of a quality, mentored, reflective professional experience	✓											
46. Organize a persuasive, informative resume	✓											
47. Create a portfolio that shows evidence of employability			✓									
48. Demonstrate effective job search and interview skills	✓											
49. Assume responsibility for one's own career goal-setting and life-long learning	✓											
Total Score (completed by course instructor):												

Please provide any constructive comments you may have. In addition, please provide specific feedback for any 1's or 2's you checked off above.

*Amy has done a great job for us and demonstrates an eagerness to learn and do more.*

Thank you for enabling one of our students to be part of your organization. Internships are one of the best ways our students directly experience the world of work. We hope that he/she made useful contributions to your organization.

Sponsor: 

Date: 4-19-04

Student: \_\_\_\_\_

Date: \_\_\_\_\_

Interns - June 2003 - May 2004

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Rebecca Pollack	News	Mark Miller	University of Maryland	Summer 2003	Weekly schedule of news activities
WBAL-TV	Kelly Naff	Sales/Marketing	Mike Winner	Towson University	Summer 2003	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.
WYYY-FM	Courtney Griffin	Promotion	Steve Huber	Towson University	Summer 2003	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Amy Bassett	Sales/Marketing	Mike Winner	Towson University	Spring 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.
WBAL-TV	Zainab Oke	Sales/Marketing	Mike Winner	Towson University	Winter 2004	Attended sales calls with account executives, assisted in research and preparation, input basic sales orders.



Michael E Winner on 11/03/2003 02:48:47 PM

To: zainab oke <boks34@yahoo.com>  
cc:

Subject: Re: resume

Thanks for the update.

At this point, lets wait until you have your school schedule finalized before we discuss internship dates. We are flexible with your hours so take care of your classes first.

Thanks.

mw

zainab oke <boks34@yahoo.com> on 11/03/2003 02:08:19 PM



zainab oke <boks34@yahoo.com> on 11/03/2003 02:08:19 PM

To: mwinner@hearst.com  
cc:

Subject: resume

Hi Mike,

this is Zainab Oke and i would like to thank you for the internship position offer at WBAL TV. I look forward to working and learning about the industry. I have enclosed my resume as an attachment. Also I am sorry it took a while to get back to you with my schedule for next semester, but my registration for classes is not till the 11th of November and i have been getting my classes together. This is a tentative schedule and i would like you to know that it may change if i do not get into a particular class. I have my classes set up for Tuesdays and Thursdays from 8.30am till 4.45pm and i do not have any classes on Mondays, Wednesdays and Fridays, therefore leaving those days open to intern. I will be sure to let you know if this changes. Also could i also get an internship offer letter from you because I need this in order to register for an internship class for academic credit. If you could let me know a day to get in contact with you and we can set up start dates and times.

Thank you so much. I will be informing you if anything additional comes up. Have a great day.

Sincerely,

Zainab  
Oke





zainab oke <boks34@yahoo.com> on 01/18/2004 11:10:47 PM

To: mwinner@hearst.com  
cc:

Subject: finalized schedule

Mike Winner,

Hi. This is Zainab and i was sending you this email to give you a final schedule. On Tuesday, i can work from 2.00 till 5.30 in the evening and on friday i can work from 8.30 in the morning till 5.30 in the evening. That is a total of about 12 hours per week. If it would be possible to start the internship the last week of January, that is Tuesday the 27th. Please let me know how this works and if there is anything more that i need to do. Thank you.

Z  
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Do you Yahoo!?

Yahoo! Hotjobs: Enter the "Signing Bonus" Sweepstakes



- C.htm

**ZAINAB OKE**  
**7914-A KNOLLWOOD ROAD**  
**TOWSON, MD 21286**  
**240 432 8638**  
**Boks34@yahoo.com**

**OBJECTIVE :** Actively seeking an internship in the Advertising or Marketing industry.

**EDUCATION :** **Towson University**

Expected graduation date- May 2004. Candidate for Bachelor of Arts  
in Mass Communications and Marketing, advertising track.

**Employment :** **Towson University Towson, MD**

8/2003 to present **Phonathon Caller**

Assists in the calling of Towson University's alumni and  
parents to update records and solicit funds for the University's  
annual fund.

2/2003 to present **Catering staff**

Assists in the catering of events on and off campus.

**West Valley College Saratoga, CA**

5/2002 to 7/2002 **Office Assistant**

Assisted in the enrollment of students. Prepared picture identification  
cards, entered student information into the computer database,  
answered telephones and questions.

2/2002 to 5/2002 **Tutor**

Provided academic assistance to college students in political science  
and sociology courses.

8/2001 to 5/2002 **Office Assistant**

Assisted in campus activities. Planned and coordinated events,  
luncheons, graduations and parties on campus. Answered phones and  
questions.

**Skills :** Proficient in Microsoft word. Strong written and oral communication  
skills. Reliable, results and goal oriented, team player, open to new ideas

and willing to learn.

INTERESTS : Reading, Writing, Travelling and Swimming.

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
WYYY-FM	Michael Baird	Promotion	Ken Stratemeyer	Notre Dame	Summer 2004	Schedule of promotion activities for 98rock, on-site event staff.
WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
WYYY-FM	Cassandra Smith	Promotion	Ken Stratemeyer	York College of PA	Fall 2004	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Katrina Contreras	Sales/Marketing/Promotion	Various/Wanda Draper	Towson University	Fall 2004	Various in all departments, as assigned.
WYYY-FM	Matt Ibach	Promotion	Ken Stratemeyer	Villa Julie College	Winter 2005	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-AM	Doug Schulkon	News	Mark Miller	University of Maryland	Winter 2005	Weekly schedule of news activities
WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Karlene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.

## Final Intern Performance Evaluation – Completed by Site Supervisor

Mount St. Mary's College Career Center – McGowan Center

16300 Old Emmitsburg Road - Emmitsburg, MD 21727

Telephone: 301-447-5202

Fax: 301-447-5243

Email: vohra@msmary.edu

Your evaluation of the intern provides important feedback necessary for student development and faculty assessment. Please rate the intern's performance, review the evaluation with your intern, and then return the form to the Career Center by

Friday July 30, 2004

A copy of the evaluation will be provided to the faculty sponsor. Thank you for sponsoring a Mount student!

Using the scale provided, please evaluate your intern's performance: The rating scale is:

1=Poor, 2=Marginal, 3=Satisfactory, 4=Very Good, 5=Exceptional, N/A=Not Applicable

Intern: Micheal Beard

Placement: WIYY

Site Supervisor: Mr Steve Stratemeyer

Faculty Sponsor: Dr Carl Glover

Adapts to environment, co-workers, and supervisor					X	
Communicates effectively with co-workers and supervisor					X	
Asks questions and requests feedback					X	
Articulates interests and needs					X	
Works with others to achieve goals and objectives					X	
Demonstrates continuous learning					X	
Utilizes existing skills and abilities					X	
Contributes to the organization					X	
Shows interest in work assignments and company					X	
Attends work regularly and is punctual					X	
Demonstrates a professional demeanor					X	
Produces quality work					X	
Manages time and responsibilities					X	
Makes appropriate decisions and judgments					X	
Utilizes problems solving skills					X	
Suggests new ideas using creative thinking					X	

Final overall performance: 1=Poor 2=Marginal 3=Satisfactory 4=Very Good 5=Exceptional

Please provide additional comments in the space below. An explanation of ratings is helpful to the student's development.

Site Supervisor's Signature

Date

Intern's Signature

Date

May we use your comments for publicity purposes Yes \_\_\_\_\_ No \_\_\_\_\_



Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
WYYY-FM	Michael Baird	Promotion	Ken Stratemeyer	Notre Dame	Summer 2004	Schedule of promotion activities for 98rock, on-site event staff.
WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
WYYY-FM	Cassandra Smith	Promotion	Ken Stratemeyer	York College of PA	Fall 2004	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Katrina Contreras	Sales/Marketing/Promotion	Various/Wanda Draper	Towson University	Fall 2004	Various in all departments, as assigned.
WYYY-FM	Matt Ibach	Promotion	Ken Stratemeyer	Villa Julie College	Winter 2005	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-AM	Doug Schulkon	News	Mark Miller	University of Maryland	Winter 2005	Weekly schedule of news activities
WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Karlene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.

**Employer Evaluation** – To be filled out by supervisor

Under the provision of the Family Education Act of 1974, each student will have an opportunity to examine most official documents pertaining to him/her, and request copies of them. If you do not wish to furnish the student with his/her own copy of this evaluation, (Unless the act requires us to do so) please check here. { }

Please evaluate the student objectively, comparing him/her with other students of comparable academic level and training, with other employees serving in similar classified positions, and with individual standards of performance. Should additional space be necessary for your comments, please feel free to attach an additional sheet to the form.

1. Briefly describe the position and responsibilities assigned to the student.

Jason has been exposed to many aspects of the Creative Services department. His daily responsibilities include preparing NBC network spots for air, writing 15 & 10 second news topical promotions and helping producers tackle other projects during the day.

2. What are the student's major strengths and assets?

Jason displays patience, strong problem solving & the ability to multi-task well.

3. What are the student's major professional and development needs?

Jason is in the process of becoming familiar with our workflow and the equipment used to produce WBAL-TV's spots. He sometimes hesitates to ask for help with projects and daily tasks. Jason is here to learn and should never think twice about asking questions.

Jason Gorsuch  
From Intern  
Loyola University  
(Alicia Durand -

Advisor  
Marketing  
Dept  
410-593-  
9526



Please comment briefly on the following:

**Quality of Work:**

Jason has been asked to operate several pieces of professional video equipment and has proved to be a patient problem solver. This valuable exposure to our workflow is preparing him to be a valuable asset during the November sweeps period.

**Attitude:**

Jason has interacted with employees from several departments and always displays a professional and friendly attitude.

**Interpersonal Relationships:**

Jason has been helpful to the Creative Services staff. He's interacted with our news, production & engineering departments and we've heard no complaints (yet!)

**Dependability:**

Jason arrives on time and makes us aware of any schedule conflicts with advance notice.

**Additional Comments:**

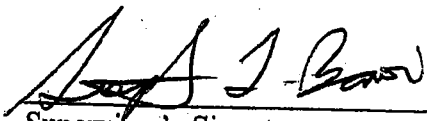
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**Overall Performance**

**Sample Point Ranges:**

<b><u>Outstanding</u></b> <b><u>(100-90)</u></b>	Very Good (89-80)	Average (79-70)	Marginal (69-60)	Unsatisfactory (59-50)
---	----------------------	--------------------	---------------------	---------------------------

Please indicate the specific number of points reflective of the student's performance (i.e. 86): \_\_\_\_\_

  
\_\_\_\_\_  
Supervisor's Signature

10-13-04  
Date

Jason Gorsuch  
Loyola University

(Paula Durand -  
Marketing Dept advisor)

**Employer Evaluation** – To be filled out by supervisor

Under the provision of the Family Education Act of 1974, each student will have an opportunity to examine most official documents pertaining to him/her, and request copies of them. If you do not wish to furnish the student with his/her own copy of this evaluation, (Unless the act requires us to do so) please check here. { } 410-593-  
9526

Please evaluate the student objectively, comparing him/her with other students of comparable academic level and training, with other employees serving in similar classified positions, and with individual standards of performance. Should additional space be necessary for your comments, please feel free to attach an additional sheet to the form.

1. Briefly describe the position and responsibilities assigned to the student.

Along with the responsibilities listed in the previous evaluation: Jason has helped our production department select camera angles for studio shoots, helped produce promotion inventory to run over the holiday season, and helped station reporters / anchors update personal biographies posted on thewbchannel.com

2. What are the student's major strengths and assets?

Jason gets along well with everyone he meets at the station. He displays strong communication skills and takes on projects with a positive attitude.

3. What are the student's major professional and development needs?

Jason displays a good work ethic and completes most assignments in a reasonable time. However, paying more attention to detail would help Jason bring his work to the next level. Taking the time to double-checking spots he puts to tape or typing lists & scripts instead of writing could take his work to the next level.

Please comment briefly on the following:

Quality of Work: Jason completes most assignments and does a good job assisting us with larger projects.

Attitude: Jason gets along well with the members of our department, is a good listener and asks plenty of questions.

Interpersonal Relationships: We have received no complaints

Dependability: Jason arrives on time and makes us aware of any changes in his schedule.

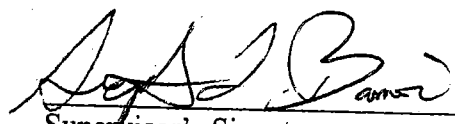
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### Overall Performance

Sample Point Ranges:

<b><u>Outstanding</u></b> <b><u>(100-90)</u></b>	Very Good (89-80)	Average (79-70)	Marginal (69-60)	Unsatisfactory (59-50)
---	----------------------	--------------------	---------------------	---------------------------

Please indicate the specific number of points reflective of the student's performance (i.e. 86): \_\_\_\_\_

  
\_\_\_\_\_  
Supervisor's Signature

12-10-04  
Date

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
WYYY-FM	Michael Baird	Promotion	Ken Stratemeyer	Notre Dame	Summer 2004	Schedule of promotion activities for 98rock, on-site event staff.
WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
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WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Kariene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.

# YORK

C O L L E G E

York, Pennsylvania 17405-7199



Telephone (717) 846-7788

[www.ycp.edu](http://www.ycp.edu)

September 10, 2004

Ken Stratmeyer  
98 Rock  
3800 Hooper Avenue  
Baltimore, MD 21211

Dear Mr. Stratmeyer:

Thank you for taking the time to serve as the onsite supervisor for Cassandra Smtih's fall internship. The internship program at York College of Pennsylvania involves you as the onsite supervisor, the student intern, and a faculty supervisor. The faculty supervisor for this internship is Lewis Small, phone number 717-815-1494. Should you have any questions or concerns while supervising this internship, please contact the faculty supervisor.

Enclosed you will find a copy of the Internship Learning Contract agreed upon by you and the intern as well as an Intern Evaluation Form. At the end of the internship, please complete the evaluation form and review it with the intern. **The evaluation should then be forwarded to the faculty supervisor.**

Thanks again for serving as an onsite supervisor. If I can be of any assistance, please do not hesitate to contact me at 717-815-1731.

Sincerely,

A handwritten signature in cursive script that reads 'Nick Schaefer'.

Nick Schaefer  
Assistant Director of Career Services for Internships

# **Internship Learning Contract** **to be Submitted With Completed Internship Study Application**

## **Internship Study:**

This contract will help interns focus their learning by establishing clear goals for the internship experience. To complete the Internship Study Application, the student and the faculty supervisor of the internship should meet with the faculty supervisor to determine the Learning Objectives, the Activities which will be completed to achieve the goals, and the Methods that will be used to Assess the student's progress at achieving their goals. Once approved by the faculty supervisor, the Learning Contract should be provided to the on-site supervisor for review and approval.

## **Description of Learning Contract: (To be completed by the student and faculty supervisor; please use additional paper/attachments if you need more space.)**

### **Learning Objectives:**

List at least 3 specific Learning Objectives for your Internship.

Learn how stations develop promotions for radio.

Learn how radio stations interact with advertisers.

Gain insight into the creative use of radio in advertising during the production process.

### **Learning Activities:**

Describe the specific Activities you will complete to achieve our objectives.

Handle "promotion" and copy production for the radio station and advertisements.

Assist with communications between WJZZ and their advertisers.

Track relationships between advertisers and WJZZ and their feedback.

### **Methods of Assessment:**

Describe the specific assignments which will be used to assess your learning.

Student will keep a continuous record of experience.

Student will report progress periodically to instructor.

Student will submit written survey and analysis of the experience at the end of the semester.

## **Learning Contract Agreement: To be signed by the student and the on-site supervisor when the Internship Study Application is submitted.**

I, the student, agree to complete the academic work described in this Learning Contract.

I, the on-site supervisor, agree to supervise the academic work described in this Learning Contract.

Signature of Student: *[Signature]*

Signature of On-site Supervisor: *[Signature]*

Date: *7/2/04*

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
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WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
WYYY-FM	Cassandra Smith	Promotion	Ken Stratemeyer	York College of PA	Fall 2004	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Katrina Contreras	Sales/Marketing/Promotion	Various/Wanda Draper	Towson University	Fall 2004	Various in all departments, as assigned.
WYYY-FM	Matt Ibach	Promotion	Ken Stratemeyer	Villa Julie College	Winter 2005	Schedule of promotion activities for 98rock, on-site event staff.
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WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Karlene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.



# TheWBALChannel.com

## Internship Application

### INTERNSHIP APPLICATION

Name Katrina V. Contreras  
SSN# 458-91-3957  
Address 6905A Donachie Rd.  
City/State Baltimore MD  
Phone (home) 781-749-3339 (work) \_\_\_\_\_

College Towson University Major EMF- Television

Department Desired Promotion

### Internship Semester and Year

Fall ☒ Winter \_\_\_\_\_ Spring \_\_\_\_\_ Summer \_\_\_\_\_

Days Available: Tuesday, Thursday From 9 To 5  
Hours per day 8

Give a brief statement of your ultimate career objective

Ultimately, I would love to become a Producer or Production Manager for a Television program in the Baltimore / Washington area.

Applicant Signature: Katrina V. Contreras

Advisor Signature: My advisor is out of town. I will send a signed application as soon as he returns.  
Copyright 2001 by TheWBALChannel.com. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

**Katrina V. Contreras**  
6905A Donachie Road Towson, MD 21239  
(781)-799-3339 [trina62482@aol.com](mailto:trina62482@aol.com)

---

## **Education**

*Bachelor of Science, Electronic Media and Film*, Expected December 2004  
Towson University, Towson, MD  
\* Cumulative GPA 3.4      \* Television Track

## **Related Coursework**

- The Media Producer
- Media Criticism
- Electronic Field Production
- Race, Class, and Gender in Media Content
- Principles of Film and Media Production
- Broadcast/Film Writing
- Television Studio Production
- Broadcast Performance
- Principles of Film and Video Editing

## **Employment History**

*Server at McCormick & Schmick's Seafood Restaurant*, June 2003-present  
Baltimore, MD

*Childcare for family of three*, September 2002-present  
Owings Mills, MD

## **Awards and Recognition**

- Spring 2001 Dean's List
- Fall 2001 Dean's List
- Fall 2002 Dean's List
- Spring 2003 Dean's List
- Fall 2003 Dean's List
- Spring 2004 Dean's List
- Sigma Alpha Lambda National Honor Society

## **Skills**

- Media Skills (Video & Film)
- Adaptable/Flexible
- Assessing Priorities/Time Management
- Interpersonal and Communication Skills
- Attention to Detail
- Computer Knowledge
- Great Organizational Skills

**Katrina V. Contreras**  
6905A Donachie Road Towson, MD 21239  
(781)-799-3339 [trina62482@aol.com](mailto:trina62482@aol.com)

August 24, 2004

Dear Ms. Cassandra Vaughn-Fox:

In response to the Internship information that I obtained from the Towson University Career Center website, I have attached a copy of my resume for you to consider. If you need any references or any additional information please feel free to contact me at (781) 799-3339.

Thank you for your time and consideration.

Sincerely,

Katrina Contreras

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
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WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
WYYY-FM	Cassandra Smith	Promotion	Ken Stratemeyer	York College of PA	Fall 2004	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Katrina Contreras	Sales/Marketing/Promotion	Various/Wanda Draper	Towson University	Fall 2004	Various in all departments, as assigned.
WYYY-FM	Matt Ibach	Promotion	Ken Stratemeyer	Villa Julie College	Winter 2005	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-AM	Doug Schulkon	News	Mark Miller	University of Maryland	Winter 2005	Weekly schedule of news activities
WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Karlene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.



Imagine your future. Design your career.®

*Villa Julie College's Internship Program Agreement*

Internships are a vital component for career development. For that reason, the college seeks to enrich the education of Villa Julie students by providing experiential learning opportunities and job-related experiences supported by a strong liberal arts education. At the same time, the Employer/Sponsor seeking economic and efficient resources to meet short-term and long-term staffing needs can satisfy those needs through employing intelligent, energetic, and highly motivated students. Through the Villa Julie Internship Program, the Employer/Sponsor has the opportunity to develop productive and skilled professionals and assist the intern's career growth and development.

*The mutual terms and conditions to be agreed upon by the College, Employer/Sponsor and Student are as follows:*

**College Responsibilities:**

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- The College will provide a primary contact for the employer/sponsor through the Career HQ: Cooperative Education Office.
- The College will appoint a faculty person who will provide oversight to the student while he/she is an intern with the employer/sponsor.

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- The Employer/Sponsor will provide credit-worthy work experience, which will be specified, documented, and approved by the College prior to placement.
- The Employer-Sponsor will provide all the necessary equipment, materials, and facilities required for the intern to perform the required tasks.
- The Employer/Sponsor will designate a staff person to serve as supervisor of the intern and as liaison to the College.
- If desirable, the Employer/Sponsor will allow a College representative or faculty member to make site visits during normal working hours and as agreed upon in advance with the employer/sponsor.
- THE EMPLOYER/SPONSOR will provide:
  - Adequate training and supervision to ensure that the experience is a "learning experience."
  - A safe and productive working environment, which fosters professionalism and ethical business conduct.
  - An adequate number of weekly hours throughout the agreed upon internship duration to allow the student intern to obtain professional experience and academic credit for the services performed.



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**Student Responsibilities:**

- Interns will be expected to complete the academic requirements specified by the faculty member upon which a pass/fail grade will be based at the conclusion of the internship experience.
- **INTERNS WILL BE EXPECTED TO COMPLY WITH THE RULES AND REGULATIONS OF THE WORKPLACE AND TO PERFORM THE RESPONSIBILITIES ASSIGNED TO THE BEST OF THEIR ABILITIES.**

**It is further agreed that:**

- Neither the College nor the Employer/Sponsor will discriminate on the basis of age, sex, religious belief, race, color, national origin, physical handicap, marital status, or sexual orientation.
- An intern may terminate his or her internship at any time AFTER giving two-weeks' notice in writing to the Employer/Sponsor and the faculty representative at the College.
- The College may terminate an internship for cause.
- The Employer/Sponsor may terminate an internship for such reasons as unsatisfactory performance, insubordination, or excessive absenteeism.
- Any of the parties to this Agreement may terminate this Agreement because of the other party's violation of the terms of this agreement.

*I have read the terms and conditions of the Agreement set forth above, and as the AUTHORIZED contractive representative, I have the full power and authority to bind the organization to the provisions of this Agreement.*

*Once you have established an internship arrangement with a Villa Julie College student, please sign this form and give it to the selected student intern to sign and give to his/her coordinating faculty member for approval.*

Villa Julie College Representative (please print): \_\_\_\_\_

Signature/Date: \_\_\_\_\_

Employer/Sponsor: (please print) Ken Stratemeyer

Organization: 98 Rock

Signature/Date: [Signature] 12/2/04

Student (please print): \_\_\_\_\_

Signature/Date: \_\_\_\_\_

# FAX

**TO:** Ken Stratemeyer  
**FROM:** Chip Rouse at Villa Julie College  
**FOR:** Matt Ibach  
**RE:** Internship agreement  
**DATE:** Dec. 1, 2004

410-675-7946

Attached is the internship contract for Matt Ibach.  
When you get a moment, could you please sign and fax  
back the second page to 443-334-2623, to my  
attention?

Thanks!

Chip Rouse  
Program coordinator, Business Communications  
Villa Julie College

# Matt Ibach

100 Campus Circle Drive  
Owings Mills, MD 21117

Work Phone: 410-823-6600

443-352-5591

E-mail: theisthmus83@yahoo.com

---

## EDUCATION

**Villa Julie College, Stevenson, MD**

**August 2001-  
Present**

Relevant Coursework: Journalism, Advanced Journalism, Design Theory, Public Relations Writing, News and Feature Writing, Marketing, Business Law.

Pursuing a Bachelor's in Business Communications

3.2 GPA

**Brunswick High School, Brunswick, MD**

**August 1997-  
May 2001**

Relevant Coursework: Journalism, Studies in Composition

## EXPERIENCE

**Feature Editor for *The Villager***

**August 2003-  
Present**

Duties: Reading and editing stories, laying out pages, and selling advertisements

**Staff Reporter for *The Villager***

**August 2002-  
May 2003**

Duties: Writing and editing stories, reporting on events and selling advertisements

## AWARDS

## /HONORRS

**National Honor Society Inductee**

**May 2001**

***The Frederick News-Post Excellence in Journalism Award-***  
Feature Photography and CD Review for Iron Maiden *Brave New World*- Honorable Mention

**2000-2001 year**

***The Frederick News-Post Excellence in Journalism Award-***  
CD Review for Metallica *Garage Inc.*- 2nd Place

**1998-1999 year**

## EMPLOY- MENT

**Stebbins Anderson** Kenilworth Mall, Towson, MD  
Retail Sales

**October 2002-  
Present**

**Sears** FSK Mall, Frederick, MD  
Commissioned Sales

**March 2001-  
Present  
(Seasonal)**

**Montgomery Ward** Frederick Towne Mall, Frederick, MD  
Retail Sales

**September 2000-  
March 2001**



Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
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## OPTION A OUTREACH ACTIVITIES — Form BP-02

Type of Initiative: **WBAL Internship Program**

Initiative Classification: **#5**

### Nature of the Activity, Including Date(s):

**Winter 2005 — WBAL provided an internship in its News Department. Doug Schulkon from the University of Maryland was the intern.**

### Scope of Station's Participation:

**Intern was assigned to a weekly schedule of news department activities and was supervised by the News Director. A written policy and intern/job description were provided. Performance evaluation was conducted as well as telephone contact with the intern's school supervisor.  
(See attached)**

### Station Personnel Involved:

**News Director: Mark Miller  
Reporters: Anne Kramer, John Patti, Scott Wykoff**

*Attach all documentation concerning the nature of the activity,  
the scope of the station's participation, and the station personnel involved.*

*For "Initiative Classification" use numbers "1" through "13" in accordance with the following:*

1. Participation in at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting.

I also thought their coverage of the tsunami in Asia wasn't all it could have been. Considering this was half a world away, it should have been easy for them to have someone on live during morning drive. Instead, a number of their updates during morning drive featured repeated audio tracks from the CBS Evening News from the night previous. I was in contact with Harvey Nagler and Charlotte Burke several times as these issues came up.

## **WEATHER**

We terminated our discussions with Accu Weather and the Weather Channel after Tom Tasselmyer indicated he wishes to continue doing weather for radio during morning drive. Both services were sorry our discussions ended (we were a bit farther along with Accu Weather) but I made it clear we don't know how long it will be before we might have to go back to them as an option.

## **INTERNS**

We'll have one intern in the newsroom during the January mini-mester. Doug Schulkon. Doug is a friend of Jeff Tessier and a student at the University of Maryland. He's taking the internship for one credit, so he'll be with us six days during the month.

## **TRAFFIC REPORTING**

Traffic.com has agreed to use Roy Frank ONLY in an emergency during the coming year. Beside Mark Raven, they're trying to arrange for Mike Franciotti (Jennifer's husband) to fill in from time to time.

I've also encouraged Dave Sandler to take use Brenda Carl as a fill in when Kim Knight is not available, instead of always relying on Jerry Daniels. I think Brenda would welcome the money and it would be nice to have that female voice on in drive time.

I did hold Dave Sandler's annual review with him in December, and restated key points in a follow-up memo. I talked with him about his seemingly lackadaisical approach to gathering traffic information, his reliance on information from Traffic Pulse, his getting distracted by conversations with the producers and sports anchors, and missed reports. Dave promises to be more attentive, but I'm sure in a few weeks he'll be back to his old self.

## **EQUIPMENT / TECHNICAL ISSUES**

I'm awaiting an update from Hank Volpe on the status of our ISDN set-up in Annapolis. He promises me there'll be equipment in place in time for the start of the legislative session in January. I've brought this up with Hank in email and in



## Fax Cover Sheet

FedEx Kinko's of Timonium

Telephone: (410) 252-2888 Fax: (410) 252-1522

Date 12/27Number of pages 2 (including cover page)

To:

Name Mark MillerCompany WBAL AMTelephone 410 338 6545Fax 410 338 6675

From:

Name Doug SchulkinCompany University of MD StudentTelephone 410 206 3962

Comments:

Mark,  
Attached is a university of MD document that you need to ~~see~~ sign and fax to Julie Gouin at 301-314-9471. Please call my cell phone if there are any problems or questions. Thank you very much for this opportunity. I look forward to working with you and the rest of WBAL AM on 1/5/05!

-Doug Schulkin

More than 1,200 locations worldwide. For the location nearest you, call 1.800.2.KINKOS. Visit our website at fedexkinkos.com.

Student For Mr. MillerDate 12/23/04

Supervisor \_\_\_\_\_

Date \_\_\_\_\_

Instructor \_\_\_\_\_

Date \_\_\_\_\_



## Fax Cover Sheet

FedEx Kinko's of Timonium

Telephone: (410) 252-2888 Fax: (410) 252-1522

Date 12/27

Number of pages 2 (including cover page)

To:

From:

Name Mark Miller

Name Doug Schulkin

Company WBAL AM

Company University of MD Student

Telephone 410 338 6595

Telephone 410 206 3962

Fax 410 338 6675

Comments

Mark,

Attached is a university of MD document that you need to sign and fax to Julie Gouin at 301-314-9471. Please call my cell phone if there are any problems or questions. Thank you very much for this opportunity. I look forward to working with you and the rest of WBAL AM on 1/5/05!

-Doug Schulkin

This is a second attempt, the first fax had an error



Mark Miller  
News Director

Hearst Broadcasting  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 467-3000 / (410) 338-6595  
FAX (410) 338-6675

Date: December 30, 2004

Number of pages including cover sheet: 2

To: Julie Gowin

Phone:

Fax phone: 301-314-9471

CC:

From: Mark Miller

Msmiller@hearst.com

Phone: 410-338-6595

Fax phone: 410-338-6675

REMARKS:

☐ Urgent

☒ For your review

☐ Reply ASAP

☐ Please comment

Here you go...

Mark Miller

**Grading**

**Intern:** *The student should follow the syllabus provided by the instructor.*

**Supervisor:** *The supervisor should write an evaluation of the student and send it to the instructor by semester's end. It should be signed and on company letterhead. This letter should verify the number hours the student has worked and give a descriptive evaluation of the quality of work provided by the student during the internship. A copy of the evaluation should be provided to the student.*

**Instructor's access to evaluate the student**

*Early in the internship the student should coordinate and the organization should welcome a phone visit with the worksite supervisor for the instructor. The phone visit should include a discussion of the student's progress and any other pertinent matters.*

**Weather emergency plan and absenteeism policy**

An agreement should be determined between the site supervisor and the student and documented here:

**Rights of the worksite in supervising the student**

*The supervisor has the right to direct the student's work, hours, discipline, and termination.*

**Process of termination**

*Student and supervisor should share concerns with the instructor before taking action to terminate the internship. The student should have permission of the instructor before terminating participation in the internship. The instructor may remove the intern from the placement.*

The undersigned agree to the conditions, including any attachments, which shall be initialed, set forth in this document for this internship.

Student *Toy A. [Signature]* Date *12/23/04*

Supervisor *W. Stiller (Mark S. Miller)* Date *12/30/04*

Instructor \_\_\_\_\_ Date \_\_\_\_\_

## **Douglas M. Schulkin**

4 Gray Squirrel Court ♦ Timonium, MD 21093

Mobile: 410.206.3962

Email: [dschulk@umd.edu](mailto:dschulk@umd.edu)

- Education** University of Maryland, College Park, MD
- Expected Degree- Bachelor of Science in Public Relations
  - Expected graduation- May 2006
  - GPA 3.0
- Internship Experience**
- Public Relations Intern** December 2004 – Current  
Maryland Court Appointed Special Advocates (CASA)
- Coordinating promotions with local businesses and the media
- Marketing Intern** January 2004 – July 2004  
The Washington Redskins, Landover, MD
- Designed and built two promotional web pages
  - Created three animated advertisements for the Richmond Times website
  - Supervised the construction of a marketing database
  - Designed and produced a flyer that went out to 30,000 fans
  - Developed a flyer promoting the Washington Redskins Cheerleaders
- Other Experience**
- Roland Run Club- Baltimore, Maryland
- |                  |              |
|------------------|--------------|
| Summer 2004      | Pool Manager |
| Summer 2002-2003 | Lifeguard    |
- Baltimore Country Club- Baltimore, Maryland
- |                  |                     |
|------------------|---------------------|
| Summer 2001      | Swimming Instructor |
| Summer 2000-2001 | Lifeguard           |
| Summer 1999      | Caddie              |
- Leadership Roles**
- Terps Club Lacrosse President May 2004 -Current  
Terps Club Lacrosse Vice President, Fundraising Chair and Team Captain (2003-Spring 2004)  
Baltimore County Student Council (BCSC) (1997-2002)  
Staff member at the BCSC Leadership Workshop at Camp Airy in Thurmont, MD (1998-2002)
- Taught leadership skills to other student leaders from Baltimore County.
- Computer Experience**
- Maintained several web pages using HTML, Flash, and CSS.
- Webmaster of [www.terpsclublax.com](http://www.terpsclublax.com) homepage of the Terps Lacrosse Club
- Built a 2.8 Gigahertz Pentium based PC from scratch  
Cisco Networking Class Semesters 1 through 4  
Adobe Photoshop 7.0, Macromedia Dreamweaver  
Macromedia Fireworks, and Macromedia Flash  
Microsoft Office applications Word and Excel
- Certifications**
- American Red Cross CPR Certified  
American Red Cross Lifeguard and Community First Aid Certified  
Baltimore County Swimming Pool/Spa Operator Certificate
- Awards**
- 2003 Beta Theta Pi Diamond Scholarship Recipient  
-1 scholarship awarded





Mark Miller  
News Director  
msmiller@hearst.com  
Hearst Broadcasting  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 467-3000 / (410) 338-6595  
FAX (410) 338-6675

January 20, 2005

To Whom It May Concern:

This letter is to certify that Doug Schulkin fulfilled all the responsibilities of an internship in the WBAL Radio newsroom, during January, 2005. The internship occurred while Doug was a student at the University of Maryland.

Doug was an energetic and enthusiastic intern. He divided his time between working in the newsroom, and shadowing WBAL reporters in the field on their daily assignments. As part of that shadowing experience, Doug got to visit Annapolis for coverage of the Maryland General Assembly. This provided him the opportunity to meet a number of important leaders, including Governor Robert. L. Ehrlich and Mayor Martin O'Malley.

As a news intern, Doug assisted our news staff in gathering, writing and broadcasting newscasts. He assisted in the recording and editing of network actuality feeds, made police rounds, attended daily story meetings, conducted telephone interviews with newsmakers, edited and logged tape, and prepared copy for newscasts.

Doug was always mature, timely and reliable, and fit in well with the veteran reporters of the newsroom. He was well liked by all those who worked with him and supervised him during the internship. His enthusiasm was clearly evident, and he would be a worthy addition in an entry level capacity in any newsroom.

Well I do not suggest letter grades since criteria vary from one institution to another, I would estimate that Doug would fall in the top 10-to-15 percent of the interns I've encountered during my 14 years as News Director.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark Miller".

Mark Miller  
News Director

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
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To: Cassandra Vaughn-Fox  
Stephanie Smith

TO: Chip Rouse, internship director, Business Communications  
FR: Gina Miller, Business Communications student  
RE: Project Goals  
DT: Spring, 2005

For my internship in the news department at WBAL Channel 11 News under the supervision of Ms. Vaughn-Fox, I have set the following goals:

- Organizing my time well so I can meet short deadlines with multiple projects.
- Develop a professional wardrobe that compliments my work environment.
- Maintain a professional and amicable attitude.
- Learn to work with other people in numerous departments in order to gain more understanding of the media field and how departments work separate and together.
- Develop and become more proficient in video editing programs.
- Adapt to each department to the best of my ability in order to learn as much as possible.
- Put to use my communication skills such as the following: writing, editing, talking and presenting.
- Learn each role in the various departments in order to learn which position would best fit me for the future.

To: Cassandra Vaughn-Fox  
Stephanie Smith



Imagine your future. Design your career.<sup>®</sup>

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- The Employer/Sponsor will designate a staff person to serve as supervisor of the intern and as liaison to the College.
- If desirable, the Employer/Sponsor will allow a College representative or faculty member to make site visits during normal working hours and as agreed upon in advance with the employer/sponsor.
- THE EMPLOYER/SPONSOR will provide:
  - Adequate training and supervision to ensure that the experience is a "learning experience."
  - A safe and productive working environment, which fosters professionalism and ethical business conduct.
  - An adequate number of weekly hours throughout the agreed upon internship duration to allow the student intern to obtain professional experience and academic credit for the services performed.

1525 Greenspring Valley Road – Stevenson, MD 21153-0641. 410-486-7000

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
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## OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: **WBAL Internship Program**

Initiative Classification: **#5**

### Nature of the Activity, Including Date(s):

**Spring 2005 -- WBAL provided an internship in its News Department. Karlene Hibbard from the University of Maryland College Park was the intern.**

### Scope of Station's Participation:

**Intern was assigned to a weekly schedule of news department activities and was supervised by the News Director. A written policy and intern/job description were provided. Performance evaluation was conducted as well as telephone contact with the intern's school supervisor.  
(See attached)**

### Station Personnel Involved:

**News Director: Mark Miller  
Reporters: Anne Kramer, John Patti, Scott Wykoff**

*Attach all documentation concerning the nature of the activity,  
the scope of the station's participation, and the station personnel involved.*

*For "Initiative Classification" use numbers "1" through "13" in accordance with the following:*

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

# University of Maryland College of Journalism I    rn/Apprentice Evaluation

**INTERVIEW**

**Student:**  
Karlene Hibbard

**Organization:**  
WBAL-AM

**Supervisor:**  
Mark S. Miller

Percentage of time spent on:

20 Reporting   20 writing   20 Research

20 Editing   Fact checking   Photography   Web entry

20 Administrative   Other (explain)

Part I: Site Supervisor, please rate your intern's abilities:		Exceptional	Above Expectations	Meets Expectations	Below Expectations	Not Acceptable	Does not apply
General Bearing:	Consider appearance, voice, speech and poise.		✓				
Attitude:	Consider attitude toward assignments and office policies.	✓					
Dependability:	Consider punctuality and reliability in carrying out assignments.	✓					
Accepts Responsibility:	Consider willingness to accept and act on assignments.	✓					
In-House Communication:	How well intern relates to associates, peers and supervisors.		✓				
Outside Communication:	How effectively intern deals with sources and the public.		✓				
Job Knowledge:	Intern's overall understanding of assignments and workplace.		✓				
Professional Knowledge:	Evaluate intern's knowledge of the media.		✓				
Initiative:	Consider intern's contributions and self-reliance.	✓					
Quality:	Evaluate overall work product and expected goals.		✓				
Adaptability:	How flexible was the intern to situation changes or problems.		✓				
Judgment:	Was the intern consistent and reliable in reaching conclusions.		✓				
Overall Performance:	Consider the intern's overall performance.		✓				

Part II. Site Supervisor's Comments:

1. Evaluate your intern's strengths and give examples of superior performance:

KARLONE IS VERY MATURE & PROFESSIONAL IN HER ATTITUDE TOWARD THE JOB. SOME OF THE PACKAGES SHE PRODUCED WERE AIR QUALITY. SHE NEEDED LITTLE GUIDANCE OR DIRECTION AND SHE INTERACTED WELL WITH ALL OF HER CO-WORKERS IN THE NEWSROOM

2. What areas need improvement? Where should he or she concentrate time and energy?

KARLONE'S ON-AIR "SOUND" IS BEST SUITED FOR PUBLIC RADIO. SHOULD SHE SEEK A CAREER IN BROADCASTING, SHE WOULD BE IDEAL FOR THE PUBLIC BROADCASTING SEGMENT.

3. Was this student prepared for this internship, in terms of his or her skills, maturity and professional attitude?

KARLONE WAS IN THE TOP 10% OF INTERNS WE'VE HAD IN OUR NEWSROOM IN THE PAST FIVE YEARS.

4. How would you rate this intern's performance at the midterm?

100 95 (90) 85 80 75 70 65 60 55 50 45 40 >40

Mail or fax this evaluation by Thursday, June 30 to:

Penny Bender Fuchs  
Director of Career Placement and Professional Development  
Philip Merrill College of Journalism - Room 1117  
University of Maryland, College Park, MD 20742-7111  
Phone: 301-314-2631 Fax: 301-314-9166



# University of Maryland College of Journalism Intern/Apprentice FINAL Evaluation

**FINAL**

Percentage of time spent on:

20 Reporting 20 Writing 20 Research

20 Editing      Fact checking      Photography      Web entry

20 Administrative      Other (explain)

**Student:**  
Karlene Hibbard

**Organization:**  
WBAL-AM  
**Supervisor:**  
Mark S. Miller

## Part I: Site Supervisor, please rate your intern's abilities:

	Exceptional	Above Expectations	Meets Expectations	Below Expectations	Not Acceptable	Does not apply
General Bearing:		✓				
Attitude:	✓					
Dependability:	✓					
Accepts Responsibility:	✓					
In-House Communication:	✓					
Outside Communication:	✓					
Job Knowledge:		✓				
Professional Knowledge:	✓					
Initiative:	✓					
Quality:		✓				
Adaptability:		✓				
Judgment:		✓				
Overall Performance:		✓				

Part II. Site Supervisor's Comments:

1. Evaluate your intern's strengths at the end of the internship and give examples of superior performance:

GREAT KNOWLEDGE, MATURE, PROFESSIONAL DEMEANOR, READY FOR HOL FIRST JOB IN THE INDUSTRY

2. What areas still need improvement? Consider professional demeanor as well as journalism skill.

SHE'S READY, I REALLY THINK SHE HOLDS GREAT PROMISE, ESPECIALLY IN A PUBLIC RADIO STYLE OR FORMAT

3. Provide general comments on the intern's professional promise.

CLEARLY ONE OF THE BEST IN THE PAST FIVE YEARS

4. Based on your final evaluation of the intern's performance, how would you rate him or her?

100 95 90 85 80 75 70 65 60 55 50 45 40 <40

5. Check one:

If this student qualified for a full-time entry-level position, I would:

☒ hire this candidate without reservation.  
☐ hire this candidate with caution.  
☐ not hire this candidate.

Mail or fax this evaluation by Monday, August 15 to:

Penny Bender Fuchs  
Director of Career Placement and Professional Development  
Philip Merrill College of Journalism - Room 1117  
University of Maryland, College Park, MD 20742-7111  
Phone: 301-314-2631 Fax: 301-314-9166

# **WBAL RADIO INTERNSHIP PROGRAM**

## **News Department**

### **DAYS/HOURS:**

Two days minimum during the school year.  
Summer hours require three days minimum.  
Hours available throughout 24 hour period,  
7 days a week.

### **REQUIREMENTS:**

Journalism or Mass Communication majors.  
Self-starter, interested in news, should be  
assertive, possess good writing and communication  
skills and have a high-confidence level. Must  
possess the ability to work in high-pressure,  
deadline sensitive operation.

## **WBAL RADIO INTERNSHIP PROGRAM**

The purpose of the WBAL Radio News internship program is to contribute to educational development and enrichment of those studying careers in broadcasting, with a concentration on news. This is accomplished by creating opportunities for students enrolled in institutions of higher learning to gain experience in a news department's day-to-day operations.

The news director will meet with the student to discuss areas of interest, assign schedules, duties and responsibilities and ultimately make the decision to accept the student into the internship program.

Selected interns will assist 10-member news department in gathering, writing and broadcasting newscasts. Interns will assist in the recording and editing of network actuality feeds, make police rounds, attend daily story meetings, conduct telephone interviews with newsmakers, edit and log tape, and prepare copy for newscasts. Depending on the scheduled hours, interns will be offered the opportunity to shadow WBAL reporters to obtain field reporting experience.

### **REQUIREMENTS:**

Student must be a junior or senior at a four-year accredited college or university.

Student should be majoring in journalism, mass communications, or a related field.

Student must receive college credit for the internship.

Student should include a resume and cover letter with the college/university application.

Student must submit a copy of their college grades for courses in their major.

Interested students and advisors should contact the WBAL News Department for additional information.

**WBAL Radio  
News Department  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 338-6596**

Intern will assist 10-member news department in gathering, writing and broadcasting newscasts. Intern will assist in the recording and editing of network actuality feeds, make police rounds, attend daily story meetings, conduct telephone interviews with newsmakers, edit and log tape, and prepare copy for newscasts. Depending on the scheduled hours, interns will be offered the opportunity to shadow WBAL reporters to obtain field reporting experience.

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
WYYY-FM	Michael Baird	Promotion	Ken Stratemeyer	Notre Dame	Summer 2004	Schedule of promotion activities for 98rock, on-site event staff.
WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
WYYY-FM	Cassandra Smith	Promotion	Ken Stratemeyer	York College of PA	Fall 2004	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Katrina Contreras	Sales/Marketing/Promotion	Various/Wanda Draper	Towson University	Fall 2004	Various in all departments, as assigned.
WYYY-FM	Matt Ibach	Promotion	Ken Stratemeyer	Villa Julie College	Winter 2005	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-AM	Doug Schulkon	News	Mark Miller	University of Maryland	Winter 2005	Weekly schedule of news activities
WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Karlene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.

# EMPLOYER'S FINAL KSA PERFORMANCE EVALUATION OF

Samantha Capone  
(Please Print)

Dear Employer:

The College of Business and Economics (CBE) understands the need for its graduates to be broad-based and ready to perform immediately upon entering the job market, both as individuals and in teams. Therefore, its curriculum contains concrete, measurable and attainable objectives throughout. As a result, each CBE graduate is expected to perform successfully in nine areas of Knowledge, Skills and Attitudes (KSAs) as listed below.

Please rate your intern or employee's performance only on the KSAs that apply to his/her job, that you or others in your organization have had an opportunity to observe. The Rating Scale is:

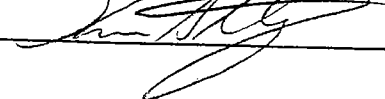
5 = EXCELLENT; 4 = GOOD; 3 = SATISFACTORY; 2 = FAIR; 1 = POOR; N/A = Not Applicable  
N/A ratings do not adversely impact the overall evaluation score. After rating the student on their KSAs, kindly take a few moments to describe what grade you might give this student for their internship efforts with your organization. This additional information will directly impact the student's grade in the BUSX460 course which accompanies the internship experience.

COMMUNICATION - WRITTEN, SPOKEN, GRAPHIC and ELECTRONIC						
	5	4	3	2	1	N/A
Write Write articulate, persuasive and influential business reports, proposals, and letters	X					
2. Make articulate, persuasive and influential individual and team presentations	X					
3. Develop graphic, spreadsheet and financial analysis support for position taken	X					
4. Display presentation skills	X					
5. Generate appropriate visual aids	X	X				
6. Use correct written structure, spelling, grammar and organization	X					
7. Articulate another's viewpoint through verbal and non-verbal cue interpretation	X					
8. Resolve interpersonal and team conflicts	X					
9. Negotiate effectively	X					
THINKING - CRITICAL, CREATIVE and INTEGRATED						
	5	4	3	2	1	N/A
10. Use problem-solving techniques	X					
11. Use adaptable, flexible thinking	X					
12. Use critical thinking to produce comprehensive, supported, integrated conclusions	X					
13. Use creative thinking methods to produce ideas	X					
14. Distinguish fact from opinion, and critical from non-critical information	X					
15. Develop several workable solutions to a problem	X					
16. Show common sense	X					
17. Demonstrate continuous learning (learning to learn)	X					
TECHNOLOGY						
	5	4	3	2	1	N/A
18. Use software for writing, spreadsheets, databases, presentations, and decision support	X	X				
19. Demonstrate self-taught use of a second software package	X					
20. Use E-Mail, World Wide Web, Internet, and other contemporary electronic services	X	X				
ETHICS and VALUES						
	5	4	3	2	1	N/A
21. Consistently accept responsibility for one's own actions	X					
22. Display ethical conduct and honor system behavior	X					
23. Apply ethics in reaching business recommendations	X					
24. Promote benefits of good ethical behavior while recognizing practical ethical challenges	X					
25. Display a "win-win" attitude	X					
ACCREDITED BUSINESS CONTENT						
	5	4	3	2	1	N/A

26. Know, apply and integrate the content in one's major	X					
27. Apply and integrate accumulated cross-discipline concepts	X					
28. Value the relevance of each business discipline in today's business world		X				
<b>DIVERSITY - INTERNATIONAL and DEMOGRAPHIC</b>						
29. Apply international concepts and contemporary issues to business situations	5	4	3	2	1	N/A
30. Apply domestic diversity concepts and contemporary issues to business situations	X					
31. Show sensitivity to the views, values and business customs of other cultures	X					
32. Discuss relevant global business developments	X					
33. Interact as a business professional with people of other cultures and sub-cultures		X				
<b>PRACTICAL EXCELLENCE</b>						
34. Demonstrate effective team skills	5	4	3	2	1	N/A
35. Display professional business behavior and appearance	X					
36. Network with professionals	X					
37. Manage time and tasks	X					
38. Use estimates, analogies, and examples	X					
39. Demonstrate development of one's own self-esteem and "can-do" attitude	X					
<b>LEADERSHIP, ENTREPRENEURSHIP and COMMUNITY SERVICE</b>						
40. Demonstrate group leadership	5	4	3	2	1	N/A
41. Describe one's own risk-taking profile	X					
42. Differentiate between a leader, a manager, and an entrepreneur	X					
43. Perform community service	X					
44. Foster leadership potential in self and others		X				
<b>JOB EXPERIENCE and CAREER DEVELOPMENT</b>						
45. Show evidence of a quality, mentored, reflective professional experience	5	4	3	2	1	N/A
46. Organize a persuasive, informative resume	X					
47. Create a portfolio that shows evidence of employability	X					
48. Demonstrate effective job search and interview skills	X					
49. Assume responsibility for one's own career goal-setting and life-long learning	X					
Total Score (completed by course instructor):						

Please describe the student's performance as an intern, as if you were grading the student in a course. At which level did the student perform "A," "A-," "B+," "B," "B-," "C+," "C," or "F?" Circle one grade. Please also provide any constructive comments you may have. In addition, please provide specific feedback for any 1's or 2's you checked off above. (Continue on an additional sheet if necessary.)

Thank you for enabling one of our students to be part of your organization. Internships are one of the best ways our students directly experience the world of work. We hope that he/she made useful contributions to your organization.

Sponsor: 

Date: 4/28/05

Student: \_\_\_\_\_

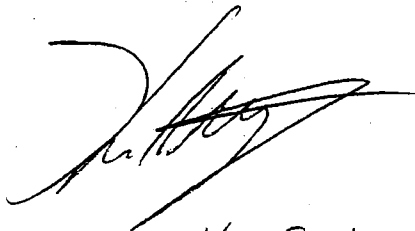
Date: \_\_\_\_\_



Samantha Capone  
 Dr. Little  
 Learning Plan  
 4-27-05

Learning Objective	Evidence	Proof
<p>I will learn how to better communicate with large groups of people.</p>	<p>Promoting for the station includes selling and informing people of what the station has to offer. When I attend events I will be communicating with the public; the more events I attend the better I will become. I also have to report to my supervisors. All this work will help me to improve my communication skills.</p>	<p>At an event I was asked to go on stage and introduce a band. When I got up on the big stage I was a little scared, and then I grabbed the microphone and screamed into the crowd. I was still nervous but no one could tell. I was loud enough for everyone in the audience to hear me! It was a great experience. I feel as if I am finally comfortable with speaking to large groups!</p>
<p>I will learn how to plan and implement radio station promotions efficiently</p>	<p>I will attend all outside promotional events. Once I do some real hands on work with the station I will learn all about the promotional events for 98Rock. I will be able to setup and work individual events; being informative and knowledgeable with what I am doing.</p>	<p>At events I know exactly what to do without being told. I receive compliments from my supervisors all the time and they trust me to do the job correctly.</p>

<p>I will make myself a more approachable and involved employee.</p>	<p>I need to be outgoing and speak up whenever I have an idea. More people will want to give me a job if I have innovative and helpful ideas. I also have to be friendly and make sure everyone knows I am there. I need to prove I am a hard worker and make myself know.</p>	<p>I have met many important people throughout my internship with 98Rock. My supervisor referred to me as one of the better interns and told me of a position that opened up if I wanted to apply. I definitely made myself known while interning for here.</p>
--	--	---

 4/28/05  
Ken Stratmeyer  
98 Rock Promotions

**Samantha Capone**  
73 Catherine Street  
Valley Stream, NY 11581  
(516) 413-0946  
Email: [scapon1@towson.edu](mailto:scapon1@towson.edu)

**EDUCATION:**

Towson University  
Candidate for Bachelor degree in May 2005  
Majoring in Business Administration with a concentration in Marketing

**EXPERIENCE:**

Summers of 2000 to present  
The Incorporated Village Hall of Valley Stream in the Building Department

- Paperwork for parking tickets
- Customer relations, taking complaints
- Issue parking permits
- Assist building inspector with scheduling and paperwork
- Assist fire inspector with paperwork
- Assist law enforcement officers with paper work and schedules
- Prepare building permit applications
- Schedule tree removal
- Filing information on computer
- Updating permit information on computer

Summer of 1999  
New Bridge Coverage Insurance Agency as a Receptionist

- Claims representative
- Data entry
- Phone operation
- Mail distribution

**REFERENCES:**

Available upon request

Interns - June 2004 - May 2005

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**OPTION A OUTREACH ACTIVITIES -- Form BP-02**

*Did Bob  
keep anything  
on John  
Patti's*

**Type of Initiative:** **WBAL Internship Program**

**Initiative Classification:** **#5**

**Nature of the Activity, Including Date(s):**

**Summer 2004 -- WBAL provided an internship in its News Department for:**  
**Amy Vo, female, University of Maryland**  
**Reuben Gomez, male, University of Maryland**  
**John Patti, Jr., male, University of Maryland**

**Scope of Station's Participation:**

**Intern was assigned to a weekly schedule of news department activities and was supervised by the News Director. A written policy and intern/job description were provided. Performance evaluation was conducted as well as telephone contact with the intern's school supervisor.**  
**(See attached)**

**Station Personnel Involved:**

**News Director, Mark Miller**  
**Reporters, Pieter Bickford, Anne Kramer, John Patti, Scott Wykoff**

*Attach all documentation concerning the nature of the activity,  
the scope of the station's participation, and the station personnel involved.*

*For "Initiative Classification" use numbers "1" through "13" in accordance with the following:*

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
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5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
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# **WBAL RADIO INTERNSHIP PROGRAM**

## **News Department**

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Two days minimum during the school year.  
Summer hours require three days minimum.  
Hours available throughout 24 hour period,  
7 days a week.

### **REQUIREMENTS:**

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assertive, possess good writing and communication  
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### **REQUIREMENTS:**

Student must be a junior or senior at a four-year accredited college or university.

Student should be majoring in journalism, mass communications, or a related field.

Student must receive college credit for the internship.

Student should include a resume and cover letter with the college/university application.

Student must submit a copy of their college grades for courses in their major.

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**WBAL Radio  
News Department  
3800 Hooper Avenue  
Baltimore, Maryland 21211  
(410) 338-6596**

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Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
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# University of Maryland College of Journalism Intern/Apprentice Evaluation

<b>Midterm</b>									
<b>Student:</b>	Percentage of time spent on:								
Amy Vo									
<b>Organization:</b>	<u>20</u> Reporting <u>20</u> Writing <u>20</u> Research								
WBAL-FM									
<b>Supervisor:</b>	<u>20</u> Editing <u>NA</u> Photography <u>0</u> Web entry								
Mark S. Miller									
	<u>0</u> Administrative <u>20%</u> Other (explain)								
<b>Part I: Site Supervisor, please rate your intern's abilities:</b>									
<b>General Bearing:</b>	Consider appearance, voice, speech and poise.	Exceptional	Above Expectations	Meets Expectations	Below Expectations	Not Acceptable	Does not apply		
<b>Attitude:</b>	Consider attitude toward assignments and office policies.		✓						
<b>Dependability:</b>	Consider punctuality and reliability in carrying out assignments.		✓						
<b>Accepts Responsibility:</b>	Consider willingness to accept and act on assignments.		✓						
<b>In-House Communication:</b>	How well intern relates to associates, peers and supervisors.		✓						
<b>Outside Communication:</b>	How effectively intern deals with sources and the public.		✓						
<b>Job Knowledge:</b>	Intern's overall understanding of assignments and workplace.			✓					
<b>Professional Knowledge:</b>	Evaluate intern's knowledge of the media.			✓					
<b>Initiative:</b>	Consider intern's contributions and self-reliance.			✓					
<b>Quality:</b>	Evaluate overall work product and expected goals.			✓					
<b>Adaptability:</b>	How flexible was the intern to situation changes or problems.		✓						
<b>Judgment:</b>	Was the intern consistent and reliable in reaching conclusions.			✓					
<b>Overall Performance:</b>	Consider the intern's overall performance.		✓						

Part II. Site Supervisor's Comments:

1. Evaluate your intern's strengths and give examples of superior performance:

GETS ALONG WELL WITH ALL NEWSPROM STAFF,  
WILLINGLY UNDERTAKES ASSIGNED TASKS  
WHILE COVERING ONE STORY AT THE COURTHOUSE,  
SHE AGGRESSIVELY QUIZZED THE ATTORNEYS INVOLVED

2. What areas need improvement? Where should he or she concentrate time and energy?

AMY UNDERTAKES ASSIGNMENTS WILLING,  
BUT SHE COULD BE MORE AGGRESSIVE  
IN ENTERPRISING STORIES, OR GENERATING  
STORY IDEAS

3. Was this student prepared for this internship, in terms of his or her skills, maturity and professional attitude?

YES

4. How would you rate this intern's performance at the midterm?

100 95 90 (85) 80 75 70 65 60 55 50 45 40 >40

Mail or fax this evaluation by **Wednesday, July 7** to:

Penny Bender Fuchs  
Director of Career Placement and Professional Development  
Philip Merrill College of Journalism - Room 1117  
University of Maryland, College Park, MD 20742-7111  
Phone: 301-314-2631 Fax: 301-314-9166

# University of Maryland College of Journalism Intern/Apprentice Evaluation

FINAL

Student:

Amy Vo

Organization:

WBAL-AM

Supervisor:

Mark S. Miller

Percentage of time spent on:

20 Reporting 20 Writing 20 Research

20 Editing 14 Photography 14 Web entry

20 Administrative 14 Other (explain)

Part I: Site Supervisor, please rate your intern's abilities:

General Bearing:

Consider appearance, voice, speech and poise.

Attitude:

Consider attitude toward assignments and office policies.

Dependability:

Consider punctuality and reliability in carrying out assignments.

Accepts Responsibility:

Consider willingness to accept and act on assignments.

In-House Communication:

How well intern relates to associates, peers and supervisors.

Outside Communication:

How effectively intern deals with sources and the public.

Job Knowledge:

Intern's overall understanding of assignments and workplace.

Professional Knowledge:

Evaluate intern's knowledge of the media.

Initiative:

Consider intern's contributions and self-reliance.

Quality:

Evaluate overall work product and expected goals.

Adaptability:

How flexible was the intern to situation changes or problems.

Judgment:

Was the intern consistent and reliable in reaching conclusions.

Overall Performance:

Consider the intern's overall performance.

Exceptional Above Expectations Meets Expectations Below Expectations Not Acceptable Does not apply

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

Part II. Site Supervisor's Comments:

1. Evaluate your intern's strengths at the end of the internship and give examples of superior performance:

AMY CONTINUED TO GET ALONG WELL WITH OTHERS IN THE NEWSROOM. SHE WILLINGLY UNDERTOOK ALL ASSIGNMENTS. SHE CONDUCTED INTERVIEWS & EDITED TAPE FOR NUMEROUS BROADCAST STORIES

2. What areas still need improvement? Consider professional demeanor as well as journalism skill.

AMY WAS NOT A SELF-STARTER. SHE DID WHAT WAS ASSIGNED, AND DID IT WELL. WHILE PLEASANT, SHE DIDN'T DISPLAY THE DRIVE POSSESSED BY MOST BROADCAST JOURNALISTS. SHE APPROACHES THE BUSINESS MORE AS AN AVOCATION THAN VOCATION.

3. Provide general comments on the intern's professional promise.

AMY DOES APPEAR TO BE ONE TO AGGRESSIVELY SEEK A BROADCAST JOURNALISM CAREER. THAT LACK OF DESIRE WOULD PROBABLY RESULT IN A LACK OF SUCCESS.

4. Based on your final evaluation of the intern's performance, how would you rate him or her?

100 95 90 (85) 80 75 70 65 60 55 50 45 40 >40

5. Check one:

If this student qualified for a full-time entry-level position, I would:

- ☐ hire this candidate without reservation.  
☐ hire this candidate with caution.  
☒ not hire this candidate.

Mail or fax this evaluation by **Wednesday, Aug. 18** to:

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Director of Career Placement and Professional Development  
Philip Merrill College of Journalism - Room 1117  
University of Maryland, College Park, MD 20742-7111  
Phone: 301-314-2631 Fax: 301-314-9166

Interns - June 2004 - May 2005

<u>Station</u>	<u>Name</u>	<u>Department</u>	<u>Supervisor</u>	<u>School</u>	<u>Semester</u>	<u>Responsibilities</u>
WBAL-AM	Amy Vo	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	Reuben Gomez	News	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities
WBAL-AM	John Patti Jr	News/Sales	Mark Miller	University of Maryland	Summer 2004	Weekly schedule of news activities and sales research and basic software training
WYYY-FM	Michael Baird	Promotion	Ken Stratemeyer	Notre Dame	Summer 2004	Schedule of promotion activities for 98rock, on-site event staff.
WYYY-FM	Jason Gorsuch	Programming/Production	Steve Huber	Loyola University	Fall 2004	Assisted production with camera angles, website update, writing news topicals and promotions, other responsibilities as assigned.
WYYY-FM	Cassandra Smith	Promotion	Ken Stratemeyer	York College of PA	Fall 2004	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-TV	Katrina Contreras	Sales/Marketing/Promotion	Various/Wanda Draper	Towson University	Fall 2004	Various in all departments, as assigned.
WYYY-FM	Matt Ibach	Promotion	Ken Stratemeyer	Villa Julie College	Winter 2005	Schedule of promotion activities for 98rock, on-site event staff.
WBAL-AM	Doug Schulkon	News	Mark Miller	University of Maryland	Winter 2005	Weekly schedule of news activities
WBAL-TV	Gina Miller	News	Stephanie Smith	Villa Julie	Spring 2005	Work with assignment desk to listen to scanners and make calls to police departments, schedule photographers, assist in day to day activities.
WBAL-AM	Karlene Hibbard	News	Mark Miller	University of Maryland	Spring 2005	Weekly schedule of news activities
WYYY-FM	Samantha Capone	Promotion	Ken Stratemeyer	Towson University	Spring 2005	Schedule of promotion activities for 98rock, on-site event staff.

# University of Maryland College of Journalism Intern/Apprentice Evaluation

<b>Midterm</b>									
<b>Student:</b>	Percentage of time spent on:								
Robert Gomez									
<b>Organization:</b>									
WBAL-AM	25 Reporting 25 Writing 25 Research								
<b>Supervisor:</b>									
Mark Miller	25 Editing NA Photography NA Web entry								
	NA Administrative NA Other (explain)								
<b>Part I: Site Supervisor, please rate your intern's abilities:</b>									
<b>General Bearing:</b>	Consider appearance, voice, speech and poise.	Exceptional	Above Expectations	Meets Expectations	Below Expectations	Not Acceptable	Does not apply		
<b>Attitude:</b>	Consider attitude toward assignments and office policies.	✓							
<b>Dependability:</b>	Consider punctuality and reliability in carrying out assignments.	✓							
<b>Accepts Responsibility:</b>	Consider willingness to accept and act on assignments.	✓							
<b>In-House Communication:</b>	How well intern relates to associates, peers and supervisors.	✓							
<b>Outside Communication:</b>	How effectively intern deals with sources and the public.	✓							
<b>Job Knowledge:</b>	Intern's overall understanding of assignments and workplace.	✓							
<b>Professional Knowledge:</b>	Evaluate intern's knowledge of the media.	✓							
<b>Initiative:</b>	Consider intern's contributions and self-reliance.	✓							
<b>Quality:</b>	Evaluate overall work product and expected goals.	✓							
<b>Adaptability:</b>	How flexible was the intern to situation changes or problems.	✓							
<b>Judgment:</b>	Was the intern consistent and reliable in reaching conclusions.	✓							
<b>Overall Performance:</b>	Consider the intern's overall performance.	✓							

Part II. Site Supervisor's Comments:

1. Evaluate your intern's strengths and give examples of superior performance:

RUBEN LEARNS QUICKLY, AND WELL, THE MECHANICAL AND ELECTRONIC PROCEDURES INVOLVED WITH PRODUCTION AND PREPARATION OF AUDIO AND COPY FOR PRESENTATION ON THE AIR. HE HAS CONDUCTED SEVERAL TELEPHONE INTERVIEWS WITH & WITHOUT PRE-WRITTEN QUESTIONS THAT HE DEVELOPED BASED ON REVIEW OF BACKGROUND AND RESEARCH MATERIAL.

2. What areas need improvement? Where should he or she concentrate time and energy?

HE IS A LITTLE MEERK IN DEMEANOR -

3. Was this student prepared for this internship, in terms of his or her skills, maturity and professional attitude?

ABSOLUTELY.

4. How would you rate this intern's performance at the midterm?

100 (95) 90 85 80 75 70 65 60 55 50 45 40 >40

Mail or fax this evaluation by **Wednesday, July 7** to:

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Philip Merrill College of Journalism - Room 1117  
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Phone: 301-314-2631 Fax: 301-314-9166



# University of Maryland College of Journalism Intern/Apprentice Evaluation

FINAL

Student:

Ruben Gomez

Organization:

WBAL

Supervisor:

Mark S. Miller

Percentage of time spent on:

25 Reporting 25 Writing 25 Research

25 Editing NA Photography NA web entry

NA Administrative NA Other (explain)

## Part I: Site Supervisor, please rate your intern's abilities:

General Bearing:

Consider appearance, voice, speech and poise.

Attitude:

Consider attitude toward assignments and office policies.

Dependability:

Consider punctuality and reliability in carrying out assignments.

Accepts Responsibility:

Consider willingness to accept and act on assignments.

In-House Communication:

How well intern relates to associates, peers and supervisors.

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Professional Knowledge:

Evaluate intern's knowledge of the media.

Initiative:

Consider intern's contributions and self-reliance.

Quality:

Evaluate overall work product and expected goals.

Adaptability:

How flexible was the intern to situation changes or problems.

Judgment:

Was the intern consistent and reliable in reaching conclusions.

Overall Performance:

Consider the intern's overall performance.

Exceptional  
Above Expectations  
Meets Expectations  
Below Expectations  
Not Acceptable  
Does not apply

**Part II. Site Supervisor's Comments:**

1. Evaluate your intern's strengths at the end of the internship and give examples of superior performance:

RUBEN CONSISTENTLY PROVED TO BE A QUICK STUDY, AND MASTERED THE EQUIPMENT & TASKS ASSIGNED TO HIM. SOME OF HIS INTERVIEWS (EDITED FOR BROADCAST) WERE PURCHASED BY THE CBS RADIO NETWORK. RUBEN PROVED TO BE AN IMMENSELY MATURE & RESPONSIBLE INTERN.

2. What areas still need improvement? Consider professional demeanor as well as journalism skill.

RUBEN STILL SEEMS TO BE A BIT SHY. MOST SUCCESSFUL BROADCAST JOURNALISTS ARE VERY OUTGOING. BECAUSE OF HIS SHIFT, WE WERE NOT ABLE TO ALLOW HIM TO SHADOW REPORTERS IN THE FIELD.

3. Provide general comments on the intern's professional promise.

RUBEN HAS THE MOST IMPORTANT THING GOING FOR HIM - HE IS BRIGHT, AND HE INTELLECTUALLY ABSORBS & SIFTS THROUGH MATERIAL. HE COULD HAVE A VERY SUCCESSFUL JOURNALISM CAREER.

4. Based on your final evaluation of the intern's performance, how would you rate him or her?

100 (95) 90 85 80 75 70 65 60 55 50 45 40 >40

5. Check one:

If this student qualified for a full-time entry-level position, I would:

☒ hire this candidate without reservation.  
☐ hire this candidate with caution.  
☐ not hire this candidate.

Mail or fax this evaluation by **Wednesday, Aug. 18** to:

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# THE PHILIP MERRILL COLLEGE OF JOURNALISM



## SUPERVISED INTERNSHIP TIMESHEET — SUMMER 2004

Ruben D. Gomez  
NAME OF INTERN

WBAL-AM 1090  
ORGANIZATION

NAME OF SUPERVISOR  
410-889-1465  
ORGANIZATION PHONE

Please fill out the timesheet form, providing dates and the number of completed hours for that week.

Midterm and final semester signatures verifying the hours worked are also required by the site supervisor.

When complete, return to:

Internship Coordinator • 1117 Journalism Building  
• University of Maryland • College Park, MD  
20742-7111 • fax: 301-314-9166

Students enrolled in JOUR 198 must complete a minimum of 60 hours. Students enrolled in JOUR 396 must complete a minimum of 135 hours. All interns must spread their hours over a minimum of 10-15 weeks.

Week of June 7, 13 hours

Week of June 14, 14 hours

Week of June 21, 14 hours

Week of June 28, 13 hours

Week of July 5, 13 hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Midterm Signature of Supervisor [Signature]  
Due Friday, July 9

TOTAL HOURS 67

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Week of \_\_\_\_\_, \_\_\_\_\_ hours

Final Signature of Supervisor \_\_\_\_\_  
Due Friday, Aug. 20

TOTAL HOURS \_\_\_\_\_

**FAX ABOVE TO 301-314-9166**